



The
KWTO
DIAL

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560
KC

KWTO

5000
Watts

THE DIAL

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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

If the numbers 6-49 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.



★ BABY OF THE MONTH

Donna Fay Haworth, three, younger daughter of Junior and Wanna Fay, is as fond of playing "dress up" as is her sister, Shirley Jean. Mother's feathered black hat on her head, and a mirror in which to admire herself, produced this coy smile.



★ MILKING TIME AT THE WILSONS—AND THE WHOLE FAMILY "CHORES"

"Slim's registered cows get more care than a palace full of princesses," Ada Wilson teases, but she's as proud of them as he is. Morning and evening find all three of them, Slim, Ada and John Wesley, heading for the barn, pails in hand, for milking duty. His herd now numbers 50. Inci-

dentally, you'll not find Ada in the Foster birthday picnic picture on pages 10 and 11, although she sent the angelfood cake the guest-of-honor holds aloft. "Where's Ada?" Slim was asked. "Why," he said, "somebody's got to look after those cows." They had flipped a coin: Ada lost.

SPEECH-MAKERS

KENNON, KELTNER MAKE ADDRESSES

KWTO Goodwill Ambassadors this past month have been Assistant General Manager Leslie L. Kennon, who made a fine talk at a Springfield Board of Realtors meeting; Local Sales Manager Ray Keltner, who told students in the Drury Night School Advertising course how radio does merchandising; Promotion Manager Mrs. Lon Kappell, who attended the Ozark Playgrounds Assoc. Convention at Rockaway Beach.

Kennon told realtors that radio today ranks second in the number of facilities installed in American homes (next to cooking equipment), and traced not only its Ozarks history, but the whole fascinating history of the "slow and tortuous progress in the attempts of men to communicate with each other from a distance." He spoke of the fire beacons of the ancient Greeks and later, of the American Indian; of Pony Express, telegraph, and finally, "in the revolving, revealing scientific age, radio, the greatest of all media of communication ever known or used by man."

He discussed the role of radio as a community service; told how it is used "to promote goodwill and friendliness throughout the Ozarks, give aid to those in distress and pleasure to all . . . Nearly all of the faiths and creeds in this community are represented" on Springfield stations' programs. They are used by schools and colleges to publicize their activities, they offer news, weather and farm service features, send out word of closed schools, report on road conditions, promote the fine activities of the Red Cross Bloodmobile, State Division of Health and the like.

"All of these services," he reminded, "are provided without cost to the people of the Ozarks." He also discussed variety in radio fare, radio's usefulness in building prosperity through advertising. "Over one million listeners," he concluded, "are interlocked in the forward-march program of this great community."

Keltner, at the Drury session, told the students of Adelaide Haseltine Jones of the reliance of rural areas, especially, on radio, and of the time, thought, research and staff used by KWTO to tailor programs to fit each specific type of audience. He explained that KWTO maintained an unusually large staff for a mid-western station, not only talent, but news and continuity writers. This is done not only to serve the listeners, but to do the best possible job for the advertiser.

OFF THE CUFF

. . . STUDIO GOSSIP

A rousing, korny, KWTO welcome to still more new stars—**Homer** and **Jethro**, veterans of radio, stage and recording, whose latest platter for King Record Co., "Money, Marbles and Chalk" with Chet Atkins, is selling like bubble gum. They've recently been signed by Victor. H. & J. play mandolin and guitar, do folk-singing, hillbilly, novelty and comic numbers, have had 20 years' experience . . . Ditto the welcome for promising young **Betty Lou Jones**, who sings, yodels, plays rhythm guitar, replaces Penny Nichols, who's baby-having. Betty Lou is fresh from high school, and her family has moved from Eureka Springs to Cabool . . . Winners on recent Man-on-the-Street contests: Mrs. Anna Ramey of Republic and Mrs. Edward Uhlman of Buckhart, on the word puzzle; Wayne Stafford of Fair Grove, who won a bicycle, over 800 other entries, for guessing the name of a famous person.

* * *

Shorty and **Sue Thompson** plan to build on their new 70-acre farm near Walnut Grove, which has three springs, a cemetery and fine pasture land. Meantime, they fish the nearby Sac river constantly, took **George** and **Dickie Earle** down one weekend and caught seven catfish, the largest 25 pounds, on limb lines, even though it rained catfish and dogs. The Herb Glazes and Gene Lemmons were in the party, which camped out . . . **Wayne** and **Gary Thompson** are horse-crazy, especially since they saw the movie, "Red Pony," and have been promised one of their own as soon as the family moves to the farm . . . Listen for Breakfast Club news of a novel charm bracelet—at a big bargain! . . . Funniest sight at the Foster birthday-nic: **Joe Slattery** running a "gauntlet of strings." He was allowed to study the strings, held at various heights,

(Continued on page NINETEEN)

★ COVER CONTEST

From the wild guesses as to the identity of last month's cover character, this is certainly a fine way of familiarizing our readers with KWTO faces. No, it wasn't Zed Tennis, Chuck Bowers, Dale Parker. It was Buster Fellows, dreaming over his fiddle in a fine fettle of spring fever. Winner of the free Dial subscription is Kathryn Pease, who wrote the best entry of the 95 we received. Her story: "Dream on, Buster. It's a wonderful world, whether you're fiddlin' or fishin'!"

DEAR DIAL:**QUESTION COLUMN**

Q. I would like to see the pictures of Slim Wilson and family and George Rhodes and family in the Dial. (Mrs. A. S., Buffalo.)

A. You'll find one request filled on page two, the other in July or August.

Q. How long has Aunt Martha been married to Mr. Baty? (Mrs. T. M. D., Birmingham, Ala.)

A. A little over a year and a half.

Q. What has happened to Lou Martin, Goo-Goo and the Haden Family? (L. S. H.)

A. Lou Martin has taken a job with KOAM, Pittsburg, Kan. Goo-Goo is still in Springfield, but I don't know what his plans are. The Hadens are devoting full time to a family business.

Q. Did Shoo get to be at the Dial Editor's wedding? (D. J. G., Hartville.)

A. Not only was the cat at the wedding, but he prowled around the fireplace during the entire ceremony, esthetically sniffing at the flowers.

Q. How old is each member of the Matthews Quartet? (Mrs. A. M. M., St. James.)

A. Bob Money and Hubbard, 20; Monty, 21; Bill, 26; Culley Holt, 24.

Q. What color is Joe Slattery's hair? (Mrs. R. C., Springfield.)

A. Sandy-red.

Q. Would like to see pictures of Buster and family in The Dial. (Mrs. L. H. W., Sedalia.)

A. It may be a month or so after such requests come in before we can fill them, but all are kept on file and worked out as soon as it is possible to do so. I'll try to have this family group in the July issue.

Q. Is there any chance of The Dial being made bigger? (Mrs. E. C., Eureka Springs, Ark.)

A. That, as the Prof. said when he didn't know the answer, is a very interesting question. The Dial, as you may know, is published at a loss of several thousand dollars a year as a service to KWTO listeners. It would make money if it carried advertising (which it doesn't), and the advertising would probably double or triple the size. Most publications you get do carry ads, which make up 60 to 70 percent of the magazine. If our policy changes, The Dial might grow to twice or three times its present size, but I couldn't guarantee that it would carry more pictures or reading matter.

FROM THE FILES

. . . A DIAL REVIEW

7 Years Ago This Month

Howard Lee Arthur is radio veteran of eight years at the age of 16 (now here in Springfield) . . . The Schaffer Sisters are featured in the spotlight (Ann now at WKY, Oklahoma City, Dora in Cincinnati) . . . Mike Dosch returns to KWTO staff (now living in Strasburg, N. D., on his farm).

6 Years Ago This Month

Lonnie and Thelma Robertson buy a new suburban home in Springfield (now in Pittsburg, Kansas) . . . Hugh Aspinwall joins announcing staff (now at KMA Shenandoah).

5 Years Ago This Month

Milt Dickey helps swell Navy's rolls (now at KCMO, Kansas City) . . . Popular announcer Don Harvey returns to KWTO (now in Hollywood doing movie work).

4 Years Ago This Month

Blessed event in Bailey Family (a girl name Rhea Beth) . . . Bill Ring in spotlight . . . Wartime restrictions removed and KWTO resumes "Man on the Street" program, with George Earle.

3 Years Ago This Month

Coast-to-Coast Network show KORN'S-A-KRACKIN' to visit Ozarks towns weekly starting June 29 . . . Dial snapshot section pictures Dick Witty (now at WLW).

2 Years Ago This Month

Bob Rector featured in Stars of the Stars (now in radio in Miami, Oklahoma) . . . Betty Hindman in the spotlight (here in Springfield) . . . Bill Chatham is newest addition to KWTO news department.

1 Year Ago This Month

"Town Meeting of the Air" broadcast coast-to-coast from Springfield via KWTO . . . Baby of the month is Rick Allen Wilson, son of George Earle . . . Myrtie Dean Little is new switchboard operator.

★ COVER STORY

George Earle, emcee of the 13-week Stars of Tomorrow competition, leans wearily on his stack of mail—11,640 votes cast for the contestants. The fresh, sweet young thing in the inset picture is Joanne Van Noy, 16, daughter of Mr. and Mrs. Fay Van Noy of Norwood, Mo., grand prize winner of the contest, which was sponsored by People's Outfitting Co.

BREAKFAST IS SERVED . . .

NEW SATURDAY PROGRAM
FEATURES CLUB GROUPS

Carrying on in the tradition of the late Tom Breneman, George Earle has begun a new series of programs Saturdays at 9 a. m., Breakfast at Kellers, 315½ E. McDaniel. The show offers a wonderful opportunity for civic, service and church groups to publicize their activities. Ozark Animal Haven and Co-Operettes have been honored, and the largest attendance to date, over 90, gave welcome publicity to the Greene County Red Cross Blood Program.

Mrs. Harry Wise, program chairman, Mrs. Opal Louzader, four times a blood donor, and Mrs. Al McGarvey, wife of a recipient whose life was saved by the blood bank service (14 pints last fall) were interviewed by George, who saved some of the regular features on the show until after the broadcast so that their touching stories might be more fully told. It was brought out that since the Blood Center really got underway last August, 5,128 volunteers have offered blood, 655 of whom were rejected because the physician in attendance believed it would be safer if they did not give. The Center serves 31 institutions in 33 counties, only seven of them in Greene County, and sends its Bloodmobile to other communities Tuesdays and Wednesdays and sometimes on Fridays. Donors may contact their local

county chapters (usually at the Court House), or may phone 1994 in Springfield any week day. They are especially needed now because summer brings an increase in accidents, a lag in donations. Relatives and friends of out-of-the-county patients in Springfield hospitals (more than 50 percent) are urged to replace blood such patients have needed.

Mrs. Orpha Clark, 76, a great-grandmother, won the orchid for being the oldest guest on Red Cross morning. Other gifts included a wishing ring from Zales, a cake from Payne's grocery, a lamp from Outlet Furniture, Union Biscuit Co. cookies, Yellow Bonnet peaches and coffee. KWTO has added an award: A silver bread tray for the subject of best "Good Neighbor" letter engraved, "KWTO Good Neighbor Award."

A fine breakfast, served at 8:30, is only 60 cents. Although a special group is featured each Saturday, the general public is more than welcome to attend. Plan to see the Breakfast-at-Keller's show the next Saturday you're in Springfield. Cooperating sponsors are Colonial Baking Co., Quinn Coffee Co., B. F. Goodrich Stores, National Paper and Hotel Supply Co., Cavin's Ready-to-Wear Shop, Will James Music Co., Quinn Sales Co.



★ AGE WINS A KISS, AN ORCHID; A WISH WINS A RING, ON NEW SHOW

The Co-Operettes, ardent supporters of Springfield Boys' Club, were honored on George Earle's first Breakfast-At-Keller's program May 14 at Keller's, 315½ East McDaniel. In the picture at left, George bestows a kiss and an exquisite orchid from

Gelven's Flower Shop on Mrs. Charles Gray, 73, of Springfield, for being oldest guest. At right, Grace Magers of Highlandville wins a \$12.50 birthstone ring from Zale's for the best wish. Radiozark's E. E. Siman, Jr. (center) is assisting George.

THE WHIPPOORWILLS . . .

MEET KWTO'S NEWEST
SONG, RHYTHM TEAM

"Whippoorwill," according to the Dial office dictionary, is "an American bird with variegated plumage, whose rhythmic call is heard at nightfall and just before dawn."

When it comes to KWTO's four **Whippoorwills**, who dropped around to pay a small call on **Zed Tennis** late in April and are still with us, only a part of the definition seems to apply. The plumage is variegated, all right . . . You should see blond **Gene Monbeck's** bright red sweater, **Roy Lanham's** green shirt, the extrovert ties favored by **Bernie Wullkotte** and **Doug Dalton**. The "rhythmic" description is an understatement.

But as for nightfall and pre-dawn serenading, it doesn't fit at all. Our Whippoorwills make marvelous music at night, in the morning, mid-day, mid-afternoon, often into the very small hours. If they're on the blacklist of Whippoorwills' Local No. 67 for working too much overtime, we wouldn't be at all surprised. Even an industrious canary would resent it!

You're hearing them on the air at 7:45 a. m. Mon. through Sat., again on Bill Ring's *Taystee* show at 8:15, on the 11:35 portion of the *Farm Hour*, at 3:30 Mon., Wed. and Fri., at 3:15, (with **Shorty Thompson**) Tues. and Thurs. And that's not all. The *Drury* and *SMS* college crowds are so Whippoorwill-happy that they keep the quartet busy three and four nights a week playing for sorority and fraternity groups, in addition to their appearance on *Korn's-A-Krackin'* every Tuesday at 9. P. M.

Collectively, this rhythm-crazy crew is a joy to have around because of its contagious high spirits. Individually, the boys are gay, entertaining, cooperative among themselves and with other staff members. You'll find them introduced photographically elsewhere in this issue, probably in this order:

Doug, a stocky, blond native of Middlesboro, Ky., has been married 13 years, has four children, plays mandolin. Before the war he was teamed with—

Roy, who hails from Corbin, Ky., and plays electric standard guitar. They worked for some three years with **Gene Austin**, of "My Blue Heaven Fame," backing up the whispering baritone in a tour of supper clubs and theaters. When war came they went their separate ways, but **Doug** and **Roy** got together in Dayton, Ohio, seven months ago with a third lad—

Gene, 27, unmarried, a hot guitarist with

a blond moustache the size of a Chihuahua whisker. They recalled a crack bass player they knew, an ex-merchant marine, originally from Cincinnati, then living with his wife and cocker spaniel in New York, and called him up. That added—

Bernie, who does everything with a bass fiddle except climb into it, and is a superb vocalist in the "intimate" manner.

These four started out without an arrangement in the books, playing the swank *Esquire Lounge* in Dayton. As soon as they'd worked up enough instrumental numbers to carry them through their 8 p. m. to 2:30 a. m. stint, they started vocalizing, experimenting with pseudo-comedy, burlesqued hillbilly numbers, exaggerated "bop" (loosely defined as advanced jazz)—kidding almost every kind of music. These variations on the stock entertainment theme were combined with highly danceable music and an unusual technique—modern arrangements played on typically hillbilly instruments.

Whether you like modern music or not, if you respect hard work, exuberance and individuality in any field, you can't help but enjoy the Whippoorwills. They are widely admired by such KWTO-ers as **Chuck Bowers**, **Dale Parker**, **Doc Martin**, **Lou Black** and **Bill Ring**, as much for these things as for infecting everyone with a sense of fun about the often-serious business of entertaining. One of their most ardent devotees is **Zed Tennis**, who worked with **Roy** at *WLW*, Cincinnati, heard the act there a few months ago, and calls them "fine instrumentalists."

The "Whips," as they've come to be called, were on their way to the west coast where disk jockey **Hank Penny** had "invited us out to starve," as **Roy** puts it. "He played some of our recordings on his program, liked our stuff, suggested we try *Los Angeles*." The pause to say hello to **Zed** got them invited to a *Korn's-A-Krackin'* rehearsal where, as **Bernie** says, "instruments were just lying around, and how could we leave them alone?" To shorten the story: **President Ralph Foster** and *Radiozark's Si Siman* were sold after three numbers, and decided, after further consultation with **Lou**, **Bill** and **Les Kennon**, to see how they'd "go."

From the sound of the praise and the applause, they seem to be "going" very well, wouldn't you say? What's the gossip among the honest-to-goodness whippoorwills in your neighborhood (those that have radios)?

INSIDE AT THE STUDIO . . .

BY THE EDITOR
OF THE DIAL

May visitors included former KWTO-er **John E. Pearson**, here for a fishing trip . . . **Russ Davis**, another alumnus who has pioneered in television . . . **Lennie Aleshire**, all dressed up in new grey suit and senatorial tie, who plays with Connie B. Gay's radio ranch act on WURL, Arlington, Va., and has done personal appearances recently with the actor who does radio's Dagwood, and with Jack Dempsey. Lennie reported that another alumnus, **Pete Cassell**, now one of the top artists on WURL, was comfortably covered by insurance when his new car caught fire a month ago . . . **Matt Matthews'** twins are named Timothy Allen and Thomas Arlen, and are a great source of excitement to Daniel Bruce, two-and-a-half, who tells all visitors: "I got two brubbers at once!"

The **Goodwill Family** and fiddlin' **Buster Fellows** have been dodging disasters of assorted sizes on recent personal appearances . . . Their trip to Brockwell, Ark., May 21 started off happily, with a stop in West Plains for cheese, ham and picnic fixin's, and an outdoor feast at Mammoth Springs, with, as **George Rhodes** reported, "no ants." Farther along, however, they found themselves running a frightening race with the tornado funnel, spouting lightning, that finally descended over Cape Girardeau . . . **Slim** was so nervous all evening he broke two guitar strings, omitted a song chorus, and left his fanciest western "show shirt" behind . . . Trips to Bona, Mo., Bruno and Viney, Ark., were without mishap, but they were almost late for an appearance before a fine crowd at Mt. Judea, Ark., several weeks ago. They forded two swollen streams in **Junior Haworth's** car, which got so over-heated the fan belt broke, and then got stalled in open range country, behind a mule loose on the road, and had to follow it at a stately pace for a half mile. According to Buster: "You'd have thought it was a Missouri mule practicing for a Truman parade!"

Alice Rhodes has been canning strawberry jam and greens, **Mrs. Fellows** and the girls are putting up berries . . . Cross your fingers for the success of **Chuck Bower's** song, "The Noise You Hear on a Dark, Dreary Night," which has been accepted by Hill and Range Music Publishers. You may want to know, next time you hear it on the air, that the ghostly shrieks are Chuck's, the mournful "horror sounds" are made by **Dale Parker's**

guitar, the low moan by **Bob White's** bass, the squeaking door is **Zed Tennis** on fiddle, and the reverberating howls are **Doc Martin** playing steel guitar . . . All of which is a pretty fair example of the cooperation and practice it takes to produce so many easy-sounding KWTO numbers . . . The last night **Korn's-A-Krackin'** played the Mosque found **Chuck** deserting his spot with the orchestra to square-dance with his best girl, **Jean Wickersham**. **Marge Tennis** and **Waneta White** also joined in, with **Russell Stout** as caller, to help make the square a professional-looking act.

It was like pulling dinosaur teeth (and there are so few dinosaurs these days) to get the Dial schedule from Program Director **Bill Ring** this month. A pair of pigeons have nested right outside his window, Mrs. P. has laid one egg, and he can't turn from his nature study for more than a few minutes at a time . . . "Now," says Bill, "I don't mind so much when **Thelma** asks me to dry the dishes or empty the trash. Papa Pigeon is worse off—he has to sit on that egg about a third of the time!" . . . Precious little loving-hands-at-home help is enjoyed by **Thelma** and other wives of the golfing KWTO-ers. Ten of them put up \$1 each, bought a handsome silver trophy, and are competing for it in a two-day tournament at Municipal Golf course early this month. As we went to press, "**Si**" **Siman** and **Bill** were best scorers in qualifying rounds, **Bill Bailey** riding caboose. He may have been distracted by bright, brainy **Rhea Beth's** fourth birthday celebration.

★ MAY CROSSWORD PUZZLE

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			50	A	D	O			51	D	E	N	N	Y		52	A	Y	E



THE SPOTLIGHT . . .

"BROADCASTING" HONORS KWTO
PRESIDENT RALPH D. FOSTER

(Editor's Note: The following article is condensed and reprinted from the "Our Respects To—" column in the May 9 issue of *Broadcasting, Newsweekly of Radio and Television*, the outstanding national magazine in the radio field.)

Back in 1924, when radio to most people was a mysterious gadget that "could never amount to much," Ralph Foster closed off 4 x 12 feet of space in a corner of his St. Joseph, Mo., tire shop, set up a microphone and opened a radio station. What at that time was strictly a hobby has developed into a life's work. Today Mr. Foster is president and general manager of the highly successful KWTO Springfield, Mo.

Born in St. Joseph on April 25, 1893, Ralph Donald Foster came by his pioneering spirit honestly. His father was one of the first persons to start weather forecasting in this country. The Washington Weather Bureau archives still hold many records of the early forecasting ideas of the elder Foster.

His first radio venture was developed primarily as an outlet for his vocal talents and those of his tire store partner, Jerry Hall. Operation began with 15 w power and a home-built panel designed by Fritz Bauer, who is still with Mr. Foster as KWTO chief engineer.

Partners Foster and Hall were the announcers and entertainers and anyone who came in the store and could sing, whistle or act, served as talent. Programs were frequently interrupted and the air left dead as the announcers stepped outside to patch an inner-tube.

Fame soon came to the two young men, however. Firestone dubbed them the "Rubber Twins" and featured them—and the mysterious new radio medium—in newspaper ads all over the country. Lucky Strike cigarettes used their pictures on posters and billboards.

In 1930 the cubby-hole operation changed to the commercial station of KGBX and late in 1932 Mr. Foster's brother-in-law, C. Arthur Johnson, bought out Jerry Hall's stock in the station. Both partners long before had fallen in love with the Ozarks of southwest Missouri and northwest Arkansas while on fishing and hunting trips. In 1933 they decided to mix business with pleasure and moved KGBX to Springfield, Mo.

Mr. Foster started building his "ideal radio station." His theory about the industry was—and still is—that if a station was going to survive, it must be built with local

talent and with a definite personality of its own—"not just another chain station, but one the people of the area would feel was a part of the Ozarks scene."

First came a complete news department under a veteran newspaperman of the hills, John E. Pearson, now head of KWTO's national representative, John E. Pearson Co.

Next Mr. Foster developed a staff of homespun talent. Since weather means everything to the highly diversified Ozarks region and since it had played an important role in Mr. Foster's life, he induced the local U. S. Weather Bureau to broadcast several times daily via remote control lines, as well as provide copy for newscasts. Ralph Foster is generally credited with conceiving the idea of regular remote weathercasts. The chief of U. S. Weather Bureau in Washington soon established the format of the Springfield bureau as a standard for other bureaus throughout the country.

Dream of a station that could reach every deer lick, rabbit warren and "hawg waller" in the Ozarks, brought KWTO into being in 1933. Unable to get more power for KGBX, Mr. Foster obtained the license of a station north of St. Joseph at Grant City, Mo. Changing its frequency to 560 kc and raising the power to 500 w, he tagged the station KWTO — "Keep Watching the Ozarks." Foster continued to increase KWTO's power.

Separate ownership of KWTO-KGBX was ordered by the FCC in January 1944, so Mr. Foster turned his full attention to "Keep Watching The Ozarks."

Mr. Foster's emphasis on personalizing the KWTO operation also extends to his business office and community activities. He is one of the area's most enthusiastic boosters and is tireless in his efforts to introduce "outsiders" to the sports and scenic charm of the hill country.

Ralph Foster's hunting lodge on Lake Taneycomo and his fishing shack on Beaver Creek serve as a Shangri-La for many of radio's luminaries.

Don McNeill gets the brunt of one of Mr. Foster's favorite stories that illustrates his thesis: "The people around here care more for KWTO's Slim Wilson than they do for famous network personalities."

As Mr. Foster tells the story, he and a party of friends, including Don McNeill, were making a float trip on the White

(Continued on page EIGHTEEN)



REUEL'S PHOTOS OF BIRTHDAY PARTY FOR R. D. FOSTER

Far left: KWTO President Foster, Bob White, Zed Tennis and Shorty Thompson (back to camera) form an impromptu quartet . . . Left: Engineer Homer Goatcher (background) balances a full plate while KWTO maintenance man Orville Price helps Lou Black to coffee . . . Below, back row: Lou, Orville, Chuck Bowers (and mouthful), Goo-Goo, Slim, John Wesley, Evelyn Rhodes, Homer, Joe and Mary Slattery, Fritz Bauer, George Earle, Ruth Sherwood, Liz Cole, Shorty, "Si" Siman, Jimmy and Violet Morton, Harry and Jean Scherner, Tharon and Bette Evans, Luke and Lily McNeley and daughter, Mr. and Mrs. Roy McGruder. Second row, seated: Wayne Thompson, Myrtie Dean Litle, Vesta Gamble, Alta McElroy, Genie Cain, Carolyn Hughes, Pat Baumann, Beulah Nunn, Bill Ring, Les and Ruth Kennon, Mrs. Keltner and Ray, Andy Lawrence's daughter, Joy, and Mrs. Lawrence, Andy, Mrs. Evans and Lloyd, Wallis Fender, Jane and Mrs. Fender, Floyd Sullivan, Leonard Rayder, Virginia Sullivan and Bill Chatham. Front row: Dale Parker and his three youngsters, Chuck and Bunny Hesington, Junior and Wanda Fay Haworth and daughters, Louise and Bill Bailey, Ralph Foster (with cake), Harriet Foster, Pat Black, Roseanne Siman, Sue Thompson (standing), Marge Tennis, Doc and Merle Martin, Zed Tennis, Buster Fellows, wife and two daughters, Selby Coffeen and wife, the Marvin Tongs and the Paul Glyns. On the ground: Waneta, Carol Lynn and Bob White and assorted small fry including Carl and Billy Ring, Terry Fender and the children of Zed and Doc. And some 10 other employees couldn't be there! Fried chicken, salad, Brook's potato chips, Taystee bread and Coca-Cola were on the menu of the picnic, held the night of April 25th at Lake-of-the-Woods, Foster's new farm. It was a complete surprise to R. D., whose wife persuaded him to drive out "just for the ride." Not only was he amazed to find a crowd there, and at first a little offended that he hadn't been asked to their party—he'd even forgotten that it was his own birthday. High point of the evening was the "scrambled shoes" contest for the kids. Dale Parker, Jr., won, though he got his on backwards.



HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, dear friends:

This is June! Where on earth are the months going? Time flies on swift feet . . . But "there's nothing so bad that it couldn't be worse,

There's little that time cannot mend,
And troubles, no matter how thickly they come,

Most surely will come to an end."

So this is the month of brides—and of bees and birds and blooms and bonny young things pledging their troth forever. "so long as they both shall live." I was at a meeting of a group of women from nine states recently, and they wanted me to tell them about Ozark superstitions. I told them about Ozark superstitions, how they always wrapped a bride, for a moment, in a new quilt that had never been used, because it brought prosperity to her home.

Here is one of the strangest old superstitions. They used to believe that when a woman's husband deserted her, if she could give him a drink of spirits in which her fingernail trimmings had been soaked for an hour, she would get his love back. Well, I wouldn't give a yellow dog a drink of whiskey in the first place. At least I have obeyed the Bible in one admonition all my life, if never another: "Woe unto him that putteth the bottle to his neighbor's lips!" And I'm sort of afraid of that word "woe." It leaves so many things unsaid . . . ! !

I'll never forget one dear old soul I knew when I was about 18 years old. Her husband had just "up and left her" for a woman over in "Swag Holler." They had brought up eleven children together, and he didn't give her a penny or a foot of land. (Used to be you could do a hill woman that way, but you can't any more. Don't try it.)

Well, some of Aunt Katzy's friends were trying to get her to work this whiskey-fingernail racket on him, but the brave little old soul had a world of good, hard sense, and a lot of pride. She straightened her wiry little body and said, "Well sir, I got my man in the days when I was young and enticin'. I sure don't aim to try any nonsense now. If I cain't git him back by enticin' him, he can jist go where the whang-doodle mourneth!" She never got him back. He outlived her, (the old buzzard) and she died of quick pneumonia one cold winter. She lies buried in the little Lone Pine Graveyard at the foot of Brothers Mountain. And

the Devil-Beezlebug has a good one marked up against that old philandering man!

I knew her well. She knew a lot of superstitions, too. She always told me that if a hoot owl came and sat on the roof of your house, it was an awful omen! You must throw salt on the fire, and set the children to tying knots in a string just as fast as they can. This does away with any of the old hoot owl's voodoo business.

Well, superstitions die hard in the very remote backhills. They need no apology from me. A man may believe what he likes. That's the beauty of this great and rugged country. I never question a person's sincerity about what he believes.

This month will have Father's Day. I salute you, men! We can't live without you and sometimes we can't live with you . . . I hate to take Father's Day too seriously for there is no father in my home, and it makes a lump come in my throat. I can have a little fun about it, though, by giving you men a little essay that 10-year-old Agnes wrote in school:

"Men are what women marry. They drink and smoke and swear. But they don't go to church much. If they didn't have to take their hats off they might go more. They are more logical than women. Also more zoological. Both men and women sprung from monkeys. But the women sprung farther than the men!"

How's that for little Agnes? Well, Paw is all right. Bless his heart. A fellow said, "Crop failures? Yep. I've seen a heap of 'em in my day. Now, in 1884 the corn crop was bad. We had corn for dinner one day and Paw et up fourteen acres!"

I love our men of the mountains, a fine, rugged race. Men who plow and plant and reap . . . who treat their neighbor as they would like to be treated. "The earth is yours. You conquer it. And it will render slave and Caesar each his own. Oh, sturdy race, mute servants of the clods, your kingdom is as durable as God's!"

And so to all you men of this great Ozark Uplift, you fathers—God speed you! Here you have pitched your tent and found your sky, and we love you. You find your niche in the great scheme of things. You are kind, and you are the backbone of the good earth.

I pray that we have a great summer and
(Continued on page EIGHTEEN)

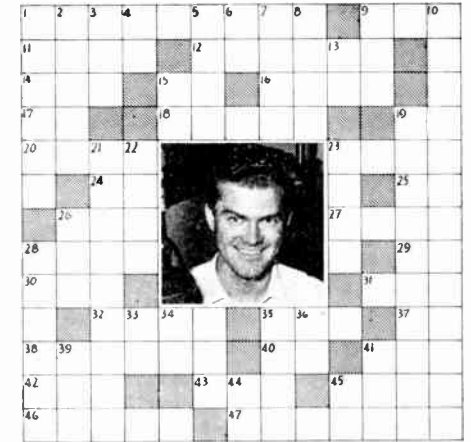
CROSSWORD PUZZLE

ACROSS

1. Pictured KWTO announcer's last name.
9. Not high.
11. Above.
12. Medicine for bruises, sprains.
14. Rodent.
15. News service.
16. Cudgel.
17. Mountain.
18. Brawl.
19. Recovery Program (ab.).
20. Volcano in Sicily.
23. To maintain.
24. Greek prefix meaning "well" or "good."
25. Canadian-type beverage.
26. Possess.
27. Butter substitute.
28. Speedy.
29. Legal Right (ab.).
30. Diminutive sometimes used for "orchestra."
31. Turning instruction to a plow-horse.
32. Dry.
35. Implement for steering boat.
37. Seventh note of the scale.
38. Prefix pertaining to the stomach.
40. Sixth note of the scale.
41. Nothing; non-existent.
42. Latin suffix attached to verb stems to form adjectives.
43. Tooth on the rim of a wheel.
45. To combine resources.
46. Coarse files.
47. Last name of young hero of Stevenson's "Treasure Island."

DOWN

1. Sponsor of 11 a. m. Saturday "Girls Corps" program.
2. Last name of Australian Foreign Minister and Security Council representative.
3. To place or put.
4. International Relief (ab.).
5. Open-mouthed stare.
6. Printer's abbreviation for "transpose."
7. One time only.
8. River in Egypt.
9. Where experiments are made.
10. New KWTO act.
13. Cubic (ab.).
15. Morning.
19. A great disclosure.
21. Programs which feature Joe Slattery and pictured announcer.
22. Female relative.
23. Willie-the-Penguin's sponsor.
26. Same as 35 across. (We got tired here.)
28. Judy and Jane sponsor.
33. Route (ab.).



34. Same as four down. (Tired, again.)
35. Girl's name (common in Russia).
36. Alcoholic's Anonymous.
39. _____grams are harder to work than crossword puzzles!
41. First name of wife of KWTO reporter Paul Glyn.
44. Exclamation.
- 45 Brand of chewing gum.

INQUIRING REPORTER

Bette Evans: What are your plans for a vacation?

Lou Black: One thing about us hillbillies—we don't have to go anywhere. There's vacation land all around us! I'll do a lot of fishing—close to home—because Pat and I love to fish. We'll take in the horse shows at Richland and Greenfield, as well the ones here in Springfield. With encouragement, I may even do a little work around home.

Dale Parker: Dixie and the kids and I will take a long-anticipated trip to Pennsylvania and Virginia, to visit relatives of hers I've never met.

Leslie Kennon: Ruth and I bought a new home recently, so there'll be no time for a trip like our junket to the wilds of Colorado last year. Yard work, fishing and golf are on our vacation menu—mostly yard work.

Chuck Bowers: Back home in Wichita there are fishin' and swimmin' holes I used to go to as a kid. I'll try them out again, plus a lot of loafing.

Slim Wilson: The chores go on. I'll put up hay—and lie in the shade when Ada isn't watching.

DIAL EDITOR

WED IN APRIL

It was a quiet home wedding April 22 for Jean Lightfoot, KWTO Promotion Manager and Editor of The Dial, and Capt. Lon Kappell, U. S. Air Force Reserve, who is on extended duty as a project engineer in charge of experimental high speed flying, Wright Field, Dayton, Ohio.

The Rev. Herbert Rand of Benton Ave. Methodist Church read the vows at 7:30 p. m. before an improvised altar at the home of the bride's parents, Mr. and Mrs. Murchison D. Lightfoot. Bowls and baskets of wild plum and crabapple blossoms, gathered that afternoon by her friends, were banked high before the fireplace, surrounding two 16-branch candelabra entwined with euonymus and holding lighted tapers. Wild blossoms and Regal lilies were used on the mantle, flanking antique silver candlesticks tied with white satin ribbon and gardenias, and reflected in a mantle-length mirror. M. D. Lightfoot, Jr., was best man, and Lyndal Mustian and Katie Holland lighted the tapers.

The bride wore a navy sheer alpaca, street-length, with a full skirt and elbow-length circular sleeves, and a four-strand choker of small pearls. A wide band of heirloom lace was set into the skirt, and the same lace banded the sleeves. Instead of carrying flowers, she wore a Juliet cap covered with fresh gardenias.

Following the ceremony, a few friends of the couple were entertained at a small reception. The dining table was covered with a cloth of yellow linen with a centerpiece of ecru lace. Seven tapers in Dutch silver candlesticks flanked a silver bowl of yellow roses and carria, and the three-tiered wedding cake was surrounded with gardenias.

Capt. and Mrs. Kappell left the following day for a two-week stay at Hollister. For the time being, they will make their home in Springfield. Mrs. Kappell is a graduate of Greenwood and the University of Missouri, where she was a member of Pi Beta Phi, has been a featured writer for Scripps-Howard syndicates in Cleveland and New York, a member of the editorial staff of the Post-Dispatch in St. Louis and Washington, and a Washington correspondent for the New York Post. Capt. Kappell is the son of Mrs. Ludda Louise Kappell of New York and Woodstock, Conn., is a graduate of South Woodstock Academy and Yale University, was with Associated Press in New York and London.

MEDITATIONS

This is the "thoughtful" season of the year—a time when we see deeply into the meaning of things. School is out, and we pay tribute and attention to our finest possessions, our children. Gardens are lovely, flowers blooming everywhere, and they bring to mind the everlasting qualities of the soul of man: "Life is. Science cannot create it and man only imagines it can be destroyed." Jesus tells us: "I am the resurrection and the life." And there are, at this glorious season, life and resurrection, sermons in children and in gardens, all about us. They confirm our faith in immortality.

★ TWO NEW ANNOUNCERS

Lloyd Evans comes to us from WIBW, Topeka, and Mark Hauan (pronounced "Howan") from Carthage, as replacements on the announcing staff. Lloyd is a Cowgill, Mo., boy who attended Kansas State College, and has served at KIUL, Garden City; KFNF, Shenandoah. He was the Topeka station's Farm Service Director, has been married seven years to the former Revay James of Hamilton. He'll take over early morning schedule and the Farm Hour.

Mark is a pleasant, personable, rather shy young man just getting a start as an announcer. His only previous experience was as a newscaster. He replaces Jim Lowe, who is being given a tremendous build-up by station WIRE, Indianapolis, as its new daytime disk jockey. Wayland Fullington, another ex-KWTO-er, is his new boss.



SCHEDULE FOR JUNE

WHAT'S GOING
ON AT KYTO?



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Southland Echoes (M-W-F)
 6:00 a. m.—Morning Melodies (T-Th-S)
 6:15 a. m.—R. F. D. Roundup
 6:30 a. m.—Goodwill Family
 6:45 a. m.—Goodwill Family (M-W-F)
 6:45 a. m.—Lula Belle, Scottie (T-Th-S)
 7:00 a. m.—Shorty Thompson
 7:15 a. m.—Yellow Bonnet Show
 7:30 a. m.—Newscast
 7:45 a. m.—The Whippoorwills
 7:45 a. m.—Goodwill Family (S)
 8:00 a. m.—Chuck Bowers
 8:15 a. m.—Bill Ring Show
 8:15 a. m.—Church Page (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Matthews Quartet (S)
 8:45 a. m.—The Whippoorwills (S)
 9:00 a. m.—Pleasure Parade
 9:00 a. m.—Breakfast at Kellers (S)
 9:15 a. m.—Saddle Rockin' Rhythm—
 (M-W-F)
 9:15 a. m.—What's New—(T-Th)
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Markets
 9:45 a. m.—Sunshine News
 10:00 a. m.—Matthews Quartet
 10:00 a. m.—Korn's-A-Krackin' (S)
 10:15 a. m.—Guide to Happier Living
 10:30 a. m.—Ted Malone—ABC
 10:30 a. m.—What's New (S)
 10:45 a. m.—Slim Wilson
 11:00 a. m.—Ozark Farm Hour
 11:00 a. m.—Girls' Corps—ABC
 11:15 a. m.—Markets, Slim Wilson
 11:30 a. m.—Ark. Conservation Comm. (S)
 11:45 a. m.—Penny Nichols
 11:45 a. m.—Farm Forum (S)
 12:00 noon—Baukhage Talking—ABC
 12:00 noon—Farm Forum (S)
 12:15 p. m.—Matthews Quartet—MFA
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Welcome Travelers—ABC
 1:00 p. m.—Ranch Hands—ABC
 1:30 p. m.—Bride and Groom—ABC
 1:30 p. m.—Meet Your Neighbor (S)
 2:00 p. m.—Judy and Jane
 2:00 p. m.—Ballad Box (S)—ABC
 2:15 p. m.—Kitchen Talks

2:15 p. m.—Horse Races (S)—ABC
 2:30 p. m.—House Party—ABC
 2:30 p. m.—Treas. Bond Show (S)—ABC
 3:00 p. m.—Linda's First Love
 3:15 p. m.—Hayloft Frolic
 3:30 p. m.—The Whippoorwills
 3:30 p. m.—2 Billion Strong (S)—ABC
 3:45 p. m.—Cornfield Follies
 4:00 p. m.—Creamo News
 4:15 p. m.—Markets
 4:25 p. m.—Do You Know
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:45 p. m.—Goodwill Family
 4:45 p. m.—Ozark Newsettes (S)
 5:00 p. m.—Sammy Kaye (M-W-F)
 5:00 p. m.—Mike Mysteries (T-Th-S)
 5:15 p. m.—Ozark Newsettes
 5:15 p. m.—Eddie Duchin (S)
 5:30 p. m.—Jack Armstrong and Sky King
 5:30 p. m.—Here's To Veterans (S)
 5:45 p. m.—Christian Sciene Program (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Counterspy—ABC (T-Th)
 6:30 p. m.—Relaxin' Time (S)—ABC

SUNDAY PROGRAMS

6:30 a. m.—Goodwill Family
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Goodwill Family
 8:00 a. m.—Newscast
 8:15 a. m.—Sermons in Song
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 9:30 a. m.—The Southernaires—ABC
 10:00 a. m.—Fine Arts Quartet—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—Guidepost for Living
 11:15 a. m.—First Baptist Church
 12:00 noon—American Almanac—ABC
 12:15 p. m.—Senator Kem
 12:30 p. m.—Sermons in Song
 1:00 p. m.—Yellow Bonnet Newscast
 1:15 p. m.—Drury Quarter Hour
 1:30 p. m.—Mr. President—ABC
 2:00 p. m.—Harrison Wood—ABC
 2:15 p. m.—Honeydreamers—ABC
 2:30 p. m.—Treasury Band
 3:00 p. m.—Ted Malone—ABC
 3:15 p. m.—Armed Forces Radio
 3:30 p. m.—Opera Album—ABC
 4:00 p. m.—Music For Today—ABC
 4:30 p. m.—Cavalcade of Music
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Greatest Story—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Curt Massey Show—ABC

7:30 p. m.—Sunday With You—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Theater Guild—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—Revival Hour
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—The Railroad Hour—ABC
 7:45 p. m.—Henry J. Taylor—ABC
 8:00 p. m.—Cavalcade of Music
 8:30 p. m.—Labor League
 8:45 p. m.—Pipes of Melody
 9:00 p. m.—Keynotes by Carle
 9:15 p. m.—Earl Godwin—ABC
 9:30 p. m.—On Trial—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Blue Barron's Orch.
 9:00 p. m.—Korn's-A-Krackin'
 9:30 p. m.—Meet the Band
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Original Amateur Hour—ABC
 8:00 p. m.—It's Time for Music—ABC
 8:30 p. m.—Groucho Marx—ABC
 9:00 p. m.—Bing Crosby—ABC
 9:30 p. m.—Milton Berle—ABC

10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—Spotlight on Industry
 7:45 p. m.—Sully's Spotlight
 8:00 p. m.—Go for the House—ABC
 8:30 p. m.—Prayer Meetin' In the Ozarks
 9:00 p. m.—Personal Autographs—ABC
 9:30 p. m.—Proudly We Hail
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—The Fat Man—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Break the Bank—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Cavalcade of Sports—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—Famous Jury Trials—ABC
 8:00 p. m.—Quiet Please—ABC
 8:30 p. m.—Little Crossroads Store
 9:00 p. m.—National Barn Dance—ABC
 9:30 p. m.—Hillbilly Hit Parade
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestra—ABC

YOUR STARLORE

BY OPAL PORTER

Ralph Waldo Emerson, who was a native of our subject sign, said: "Whoso would be a man must be a non-conformist." That is what every son or daughter of Gemini seems to think, for above everything else he desires to be himself, to be different—and is:

Gemini is a dual sign, symbolized by the twins, and the complex nature of it's children is as baffling as is the birth of twins. These natives, never acclaimed for their affection, have a reputation for supporting Reno. Most of them would as soon lose their lives as lose their individuality; ditto their freedom. They must have sufficient scope to be themselves to be happy, and too often marriage appears to be a quicksand which they want to sidestep.

Gemini is a mutable air sign, it's birth-days May 22 to June 21, ruled by Mercury. It is this mercurial influence that makes its

natives so versatile, and which may be either their strength or their weakness. Sometimes they scatter their forces by being Jacks-of-all-trades, and running around in circles. Once they get in the groove and quit ogling fate, they usually go places.

For the past seven years, their Sun has received the support of Uranus in Gemini and the trine of Neptune in their house of Expression. Hope they made "hay," during this windfall, for Uranus moves to a Square of Neptune, ruler of their career house, June 16th. (Better tie the Eagle, so he can't fly away with your dollars!)

Saturn square to their Sun-Sign cautions them to keep close tab on their health and that of their households.

HAPPY BIRTHDAY TO:

Chuck Hesington June 5
 Don Dailey June 18
 Paul Mitchell June 14
 Marvin Tong June 26

LOOKIN' AT YOU

. . . BY SULLY

I enjoy recalling the days when, as a youngster, I roamed the Ozark Hills before concrete slabs replaced rocky roads and cars and trucks crowded horses and buggies into the background. Naturally travel was a bit difficult, but the countryside was beautiful. In the early spring, when the dogwood and redbud were blooming, native Ozarkians never stripped the trees of their boughs to carry the blossoms home. The roadsides were not littered with tin cans, broken bottles and other rubbish. Travelers did not abandon puppies and kittens to starve to death along the trails. In those so-called unprogressive days it was safe to take a refreshing drink from any Ozarks spring, because our streams were unpolluted. If night overtook the traveler on the trail he could find lodging and food, without cost, at any farm house. Yes, times have changed in the Ozarks, for better or for worse, according to the way you look at it. And looking at it another way, our standard of living has risen steadily, praise be. There are more jobs, more small industries, more conveniences in our hills. And there is an ever-greater sense of Ozarks community and neighborliness.

Nevertheless, I still enjoy my two mile walks each morning accompanied by Laddie, the miniature pinscher. Perhaps it is because Springfield is not so citified that the doves, cardinals, blue-jays, robins and squirrels shun it. Furthermore, if you walk the streets of Springfield before six o'clock in the morning it is possible to breathe deeply without inhaling fumes of gasoline. The few people you pass on the street will smile and speak, whether they know you or not, probably because they have not yet encountered the worries of the day and their ulcers haven't started pinching. Most of Springfield's property owners have beautiful lawns and flower gardens. The flowers are especially attractive in the early morning before the scorching sun has robbed the pearls of dew of their luster.

Of course, the real reason for these early morning walks is to lose weight before the summer heat of July and August shoots the old blood pressure to dangerous heights. Nevertheless, I have discovered that these little jaunts help me lose some of the distrust I am sometimes inclined to have in myself—and even Laddie.

SPORTS SPOTLIGHT

. . . BY LEE GEORGE

There'll be some changes made at the conclusion of the 1949 baseball season. This fact is very evident from the showing made so far by some one-time stars, such as Bob Feller, Stan Musial, Whitey Kurowski, Marty Marion, Enos Slaughter, Ewell Blackwell, and others. These players are just a few of the season's disappointments so far. Of course they may straighten up and start playing as they formerly did, but none of the group has given any indication of finding a corrective for an early-season flop.

The Springfield Newspapers-sponsored Soap Box Derby is going to have a KWTO-sponsored entry this year, if this department can find a promising youngster. The Soap Box Derby is one of the finest things that kids can compete in, and we'll be tickled pink to be behind some youngster and all out to get him in a winner, too. The Springfield Junior Chamber of Commerce is again co-sponsor with the News and Leader-Press.

A. J. McDonald, basketball and golf coach at Southwest Missouri's State college, has had a big year. His basketball team had a winning season, copped the conference title, drew nationwide attention with a big winning streak. Now his golf team has played an unbeaten season and copped the conference golf championship for the second season in a row.

The Rev. Gilbert will not be back as coach at Crocker high school next year; he's been transferred . . . Clyde Ruble will not be at Conway; Herb Weston has landed that job . . . Phil Crawford has resigned as assistant to Russ Kaminsky at Joplin High School . . . Randy Pitts, former Lebanon High School basketball coach, has resigned and accepted a job at Washington, Mo., High School . . . Buck Hedgepeth will be basketball coach at Ava . . . Bob Kula is leaving Richland to complete his college education at SMS . . . Eddie Miller has resigned as coach at St. Agnes and all-MIAA conference lineman Kerin of Southwest Missouri State has taken Eddie's job of coaching the Irish footballers.

CONGRATULATIONS TO:

Joe Slattery, recently appointed chief of KWTO'S announcing staff of six. Asked Jimmy: "Is Daddy a boss now?"

PORTSIDE PATTERN

GEORGE EARLE'S VERSE
RELATES ABNER'S STORY

Folks, of late I been a-thinkin' 'bout old
Abner Halliday
Whut lives acrost the holler, t'other side
of Widder Bray.
Now Abner's dispersion ain't the kind yu'd
brag about;
He's been hateful and cantank'rus, like a
feller with the gout.
He ain't never tried to neighbor, allers lived
onto his-self,
And he's guarded all his treasures like they's
everlastin' pelf.
He has worked jest like a sinner, early
morn till late at night,
And he'd got a narrer notion 'bout whut's
wrong and whut was right.
He'd got his land all posted with "no huntin'-
fishin'" signs,
And he'd set up nights a-watchin' water-
melons on the vines.
He ain't had no time fer churchin', er fer
sosherbility,
Never had no time to set a spell and talk
with you er me.
He wouldn't have no 'lectric lights and nary
telephone;
Jest lived alone and liked it. Well . . . at
least he lived alone!
He had allers been suspicious of whoever
come his way, . . .
Jest a mizzer'ble old hermit was old Abner
Halliday.
Now, fer forty y'ar he's lived thar, never
mixin' with the throng,
Never thinkin' his philoserphy wuz wicked,
mean and wrong.
Us folks has stayed away from him,
a-knowin' how he stood,
A-thinkin' allers to ourselves his soul—it
ain't no good.
Well . . . jest t'other day it wuz, old Abner
hitched the mule
And rid down to the timber, to cut his-self
some fuel.
Now, somethin' must a-skeart the mule and
Abner he got throwed.
He landed on his noggin, and thet's all
thet Abner knowed.
He laid thar plumb unconscious with a
double-busted leg,
And soon it wuz all swole up like an apple
cider keg.
It was later in the the mornin' thet the mail-
man, drivin' by,
Chanct to meet thet mule a-comin' down
the road, a-steppin' spry,
So he looked around fer Abner, but he
never seen a trace,

So he cotched the mule and led it right on
back to Abner's place.
Then he set about a-lookin' fer old Abner
high and low,
And he fin'ly found him down thar by the
timber, as you know.
Then he seen whut wuz the trouble, mean
old Abner almost dead,
So he toted thet old critter up and put him
on his bed.
Then he jumped into his buggy and he driv
off right away
And the fust place thet he come to wuz
the home of Widder Bray.
So he sent her on to Abner's while he
phoned fer Doctor Brown
And had him come a-galopin' from up at
Middletown.
Then he notified the neighbors as he rid
along his route . . .
Them as never hear'ed his phone call never
knowed whut t'wuz about!
All the neighbors come a-runnin' to see whut
they could do,
To lend a hand to Abner and to help the
cuss pull through.
The women cleaned the house up, scrubbed
the kitchen and the floors,
While the menfolks all lit in and sweated
out old Abner's chores.
They took turns at stayin' with him, tryin'
hard to ease his pain,
And they done it all right cheerful, 'thout
a single thought of gain.
Wal, hit kinda got old Abner—never knowed
jest whut to say,
As he watched the folks a-doin' all his
chores the livelong day.
But when little Tommy Wadlow with the
short and twisted limb
Come a-limpin' in one mornin' and stood
aside of him
And handed him some flowers that he'd
gathered on the way,
A funny look come on the face of Abner
Halliday.
He turned his head and blinked his eyes,
now wellin' full of tears,
And he got a happy feelin' thet he hadn't
had in years.
Fer t'was at thet very instant thet old Abner
seen the light,
And he realized thet he wuz wrong and
other folks wuz right!—
Realized you cain't live to yoreself, without
a single friend,
(Continued on page EIGHTEEN)

★ OZARKOLOGY

George Rhodes says he recollects, when he was a boy, the "gossipin'-est woman in nine counties, including Pulaski. She was so busy talkin' all the time, it's a shame she didn't use that long tongue to catch flies. Used to worry some folks a lot, but there was one wise old duffer up the road who said he didn't believe she could do any harm. 'Everybody with any sense knows,' he used to say, 'better than to pay any attention to her. Always remember that gossip works just like a blotter . . . it may pick up every word, but it always gets it backwards.'"

HILLBILLY HEARTBEATS

(Continued from page TWELVE)

great crops—I believe everything looks that way now—and that we may fill our barns and granaries and have "cattle on a thousand hills."

"Because men plow, these are the golden yields.

Because their silver shares have pierced the sod,

And they have worked together with their God.

The ancient furrows all are fresh-turned now—

There will be bread while men have faith to plow.

We thank God for the heartening thought of men

Sowing and plowing and reaping, to plant again."

Goodbye and I'll be seein' you next month, the Lord willin' and the creek don't rise.

With my love, **MAY**

PORTSIDE PATTER

(Continued from page SEVENTEEN)

'Cz misery and helplessness will git you in the end;

Thet folks wuz made to neighbor with, to lean on in distress;

Thet helpin' others is the way to peace and happiness.

And as the tears rolled down his face he felt a heap o' shame,

And knowed he never had no one except his-self to blame.

Now Abner Halliday's resolved hereafter he would be

A better man in ever' way—real kind and neighborly.

He learnt his lesson then and thar, to live the Golden Rule . . .

THE SPOTLIGHT

(Continued from page EIGHT)

River deep in the north Arkansas hills. A native, who had heard of the trip, stuck his head out of the brush on the bank and called, "Thet thar the KWTO fishing party?" "Sure is," Mr. Foster replied, and, pointing to a man in the next boat with John Pearson, he added, "And there's Don McNeill." "So what," the native returned. "I want to know what ever come of John Pearson. Is he with you?"

Mr. Pearson had left the station five years previously, after nine years with KWTO.

The atmosphere of the Foster hunting lodge also is found in the Foster business office. There among mounted fish and stag horns he combines his roles of radio executive and civic leader. A typical day's scene in his office finds a couple of fellow Rotarians or Shriners, a fellow director on the Salvation Army Board, a float guide from Lower White River, two hillbilly guitarists who want to borrow one of his bird dogs, an announcer with a new program idea, a yodeler, and his talent chief.

Ralph Foster lends a hand and a sense of showmanship to the tailoring of all KWTO programs, but his pet is Korn's-A-Krackin', a half-hour jamboree parading most of his live talent, and now in its third year on MBS. Another favorite project is Radiozark Enterprises, which transcribes shows for national advertisers seeking western and hillbilly type programs for spot advertising.

Although still in his early fifties, Mr. Foster pioneered a proving ground for much now-famous talent. His alumni list includes the Brown Brothers of Nashville; Paul Phillips, producer of the Phil Harris show; Russ Davis, TV groundbreaker now with WBKB (TV) Chicago; Tom Moore, Ladies Be Seated m. c.; Thomas R. Reid, vice president of McCormick & Co. of Baltimore; Joe Rex Hainline, chief news commentator on WJR Detroit, and John Pearson.

His hobbies, obviously, are hunting and fishing, and, he adds, "raising the best dog-goned bird dogs in the United States."

The Fosters—she is the former Harriet Johnson also of St. Joseph—have no children. Their home is in Springfield and is as much a mecca for persons interested in antiques and collector's items as the hunting lodge is for his sports-minded friends.

A lesson that was give him by an old Missouri mule.



OFF THE CUFF

(Continued from page THREE)

then was blindfolded and told to make his way through them without touching. The laugh comes after the blindfolding, when the strings are removed, and the victim goes through fantastic contortions—unnecessarily! . . . Watch for the July picture of **Chuck Hesington** in the egg-in-a-plate relay . . . **Bill Bailey** got a smearing in the banana-feeding . . . New **Whippoorwills** sponsors at 7:45 a. m. Mon. through Fri. is Kingston Buckeye Home Canner . . . Other new accounts include Mexsana and Spencer Chemical Co. (fertilizer).

Louise Bailey, as active as her husband in Little Theater Work, is one of three instructors in the group's summer school for youngsters . . . Two new voices at the switchboard: **Bob Costello**, who is also helping **Bette Evans** with Dial circulation, and **Bill Bryant** . . . Our beauteous **Myrtie Dean Little**, pictured in the May issue, was "re-printed" in the Humansville Star-Leader . . . Shrine Ceremonial day parade found **Aunt Martha's** husband, **Everett Baty**, in a flamboyant green and yellow, **Bill Ring** clowning beneath a huge green and yellow parasol. **Ralph Foster** riding in an open car as High Priest and Prophet . . . **Al and Lee** had a beautiful California vacation, a whole month, but missed the birth of their daughter's second son, **Jack**, by two weeks. She is Mrs. **Woodrow Nickle**, the former Jean Stone.

MORE NEW FACES

Friendly, fatherly **Everett Mitchell** (left) may not tell you how to build that better mousetrap, but his advice has helped farm-dwellers all over the country to greater efficiency and prosperity. You hear him at 4:35 p. m. Mon., Wed. and Friday for **Armour and Co.** At right, **Lloyd Evans**, new **KWTO** announcer, a **WIBW** alumnus.

Leslie Gene Kennon, son of **KWTO's** Assistant General Manager, is making a brilliant record at Oklahoma Baptist University. As editor of the **OBU "Bison,"** he's built it to a 6-page publication. His wife, **Carolyn**, also a student there, is one of his "Bison" staff members . . . If you needed further evidence that the **Whippoorwills** have more originality than Queen Mary's hats, you should have heard their farewell song to **Jim Lowe**—or did you?

★ PERSONALS SCHEDULE

June 16, **Whippoorwills**, Springfield Saddle Club; June 18, **Goodwill Family** and **Buster**, Norfolk, Ark.; June 24, **Chuck, Zed, Bob, Dale** and **Doc**, Sedalia; June 25, **Goodwill Family** and **Buster**, Gainesville. The **Mattiew's Quartet** and **Bob Money** spent June 3, 4, 5, playing Nashville, will be at the **Eureka Springs** all-night sing June 10, with **Wally Fowler** (**Grand Ole Opry** star), and in **Dallas, Tex.**, on a similar program June 25.

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THE WHIPPOORWILLS

KWTO's clowning music-makers (above) got their fables slightly mixed, but the effect is funny just the same. Gene Monbeck, Doug Dalton and Bernie Wullkotte are targets, with flash bulbs in their mouths, while Roy Lanham plays a combination of William Tell and Robin Hood and tries to shoot the flash bulbs out of their mouths. With so little success at such close range, he'd better stick to guitar, at which he's expert.

PAYCHECK CORNER

It's high time Dial readers had a formal photographic introduction to Ruth Sherwood of the KWTO business office, whose helpfulness and quiet charm are rare in combination with so much mathematical ability: C. Arthur Johnson, Vice-President and Treasurer of KWTO, handsome enough to be a radio star instead an official check-signer. They are pictured in his newly redecorated office, furnished in walnut.

