



The  
**KWTO**  
**DIAL**

10c

JULY • 1949

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 7-49 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

Remember when Bonnie Sharon Hesington, daughter of Chuck and Jean, was our "Baby" back in November? Craig Charles, her baby brother, was still a very recent arrival at the time. Craig is "spittin'" image of his announcer-father, his curls, his smile.



### ★ FRIEND FURNISHES FINE FEED FOR "FAMISHED" KWTO FAMILY

When KWTO's good friend George W. Wise of the Maytag Sales Co. bought the Whippoorwills' radio time this spring to tell the listeners about the Maytag range, he didn't stop there. He wanted KWTO-ers to know about it too, and dreamed up the most convincing of all possible sales talks:

A huge prime beef roast, cooked in the range to a succulent turn, and served in the studio with rye bread and chili sauce. George, salesman Charles McClure, office girl Ressie Croker and George Earle appear in the picture, with Bill Ring, otherwise known as "The Waistline," serving up the sandwiches.

# WANTED: OZARKS QUEEN . CONTEST FINALS AT DOLING JULY 17TH

There's plenty of pulchritude in these hyar hills, and once again, for the first time in two years, a Queen of the Ozarks Contest will be conducted to select the fairest representative of all. KWTO is co-sponsor with the Ozark Empire Retail Grocers Association, and the finals will be held at the association's big annual picnic at Doling

## ★ "FIRST COUPLE OUT!"

Lou Black, who loves horses, golf, fishing and life out-of-doors, isn't the sort of person you'd expect to write a booklet. But Lou has—with the brilliant assistance of Bill Bailey on format and organization—and it's being offered in many cities in the United States under the title: "Square Dancing, Ozark Style." It is priced at \$1, can be ordered from KWTO.

Featuring Lou and Pat ("Me and My Taw") on the cover, and dedicated to the Weaver Brothers and Elviry, Ozarks Goodwill Ambassadors to the entire nation, the publication is a booklet of instruction. Beginners can learn to dance and call from it, instructors and professionals will find it useful. It contains 25 pictures, 10 illustrations, 21 different calls, and what Lou calls "lots of extras." Seven additional pages of call variations and color in "squar' dance rime." For example:

**Meet your honey and pat her on the head,  
If she don't like biscuits, give her corn-  
bread,**

**Then promenade that gal in red.**

"Square dancing at its best," Lou writes, "is smooth, not jumpy or jerky, but a matter of maneuvering, being in the right place at the right time and getting there without pushing or bumping anyone." May McCord will be in hearty accord with that description because, like Lou, she bewails the modern tendency to "jitterbug" the rhythmic, old-time shuffle step and two-step.

Lou wrote the book on the crest of a nation-wide square dance craze with a dual purpose: "To record the old-fashioned calls and forms, and in hopes that more and more people of all ages will come to enjoy the most convivial, friendly and neighborly form of entertainment."

Lou has been square-dancing ever since he was old enough to get in a set with his mother when they lived near Batesville and Cushman, Ark.

Park Sunday, July 17, and featured on a half-hour KWTO broadcast that afternoon.

Each member store in OERGA may enter one contestant, so if you have such a store in your neighborhood, and know of someone who'd like to enter, contact the merchant for details. Most member grocers will set a limit on entries and ask customers to drop their ballots in a box in the store. Local winners will be brought to the picnic to report at the Judges' Booth by 10 a. m. From this field, 12 will be selected.

Contenders for the Queen of the Ozarks title will wear bathing suits of their choice and be judged by national rules on height, weight and natural beauty by these judges: A well-known KWTO announcer, executive or entertainer; Lillian Zoll, former premiere ballerina with the La Scala Opera Co. who has her own studio of the dance in Springfield; Brebner Walker, Springfield dancing teacher; R. L. McElwee, Springfield studio photographer who, as an official of the National Association of Glamour Photographers, has judged such contests all over the country.

Cash prizes of \$100, \$50 and \$25 will be offered by the Association, and there will be, in addition, merchandise prizes.

The contest will be only one feature of the day-long festivities to which the public is invited. There will be concessions of all sorts, entertainments, and such valuable prizes offered in estimating contests as radios, record players, ice boxes, clothing. Ten thousand people attended the event last year, and OERGA officials expect a crowd of 12,000. George Earle will emcee the afternoon broadcast. OERGA sponsors the 10 a. m. Jordanares program on KWTO.

## ★ COVER STORY

Here's another "guess who" game in the spirit of the season. The youngster threatening our cover star with a firecracker is one of the most glamorous little girls in the junior KWTO family, but that's the only clue we'll give you. **Identify our cover personalities**, write a little story, 25 words or less, about them and send it to the Editor of The Dial, care of KWTO, Springfield, Mo. Prize for the best entry: A year's subscription to The Dial, which the winner may use to extend his own subscription, or may pass on to a friend or relative. **Only Dial subscribers are eligible to enter.**

# THE SPOTLIGHT

A BRACE OF ZANIES  
JOINS KWTO STAFF

Homer and Jethro, an unbelievably zany team recently added to the live talent staff of KWTO, are among the first to deny that they were dropped on their heads when they were small.

"Homer and I," asserts Jethro, "were goin' on four before anybody was sure we had heads at all—so how could it be?"

At any rate, the craniums they finally grew got together in grade school in Knoxville, Ky., where they were both born, and out of them have come some of the most unlikely burlesque, original arrangements and unharnessed nonsense the entertainment world has seen—or been exposed to. For 15 years they have churned up radio air, worked personals and road shows, made records, clowning on networks, made merry mocking fun of the popular music artists who panned hillbillies, strummed and drawled their way across two dozen states—always with a melting good humor that would charm the diamonds off a dowager and make a wildcat purr.

Homer and Jethro are a combination of Flash and Whistler, Laurel and Hardy, Milton Berle and Arnold Stang, and all four Marx Brothers, with shy grins and a Tennessee twang thrown in. They're at their most happily ridiculous on such afternoon shows as Cornfield Follies and their own at 4:45, when there's an audience to play to just beyond the studio window.

"Look at that girl out there," Homer will hiss in a stage whisper. "Ain't she got the purtiest eyeballs?"

Jethro will stare, his own eyes bugging out like organ stops, and the girl will turn away in embarrassment. "Don't go 'way," he calls into the microphone. "After while we're gonna give away two pounds of liver!"

Henry Haynes (Homer) was the son of a baker and choir leader, Kenneth Burns (Jethro) the son of a World War I invalid who lived in the same Knoxville neighborhood. Both boys played together in school entertainments, and made their first nerveless appearance on WNOX when they were twelve years old. "Scared?" says Homer, and shakes his head. "Nope, just sorry for the folks listenin'. We sang 'Sweet Georgia Brown' so fast it sounded like a tobacco auctioneer with tonsillitis. Got a lot of calls, though . . . Folks wanted to know what we'd sound like if they took off our muzzles."

With Jethro's brother, Aytchie Burns, on

bass fiddle, and another youngster, Charles Hagaman, they formed a Whippoorwill-like outfit called the String-Dusters, which played parties, show dates, radio stations in Knoxville, Bristol, Va., and Chattanooga. A Knoxville announcer who liked to improvise once introduced an act called Homer and Jethro, of whom nobody had ever heard. Henry and Kenneth looked around to see who they were, were shoved onto the stage with guitar and mandolin, flubbed, squirmed and ad-libbed their way through some sort of act, and the names stuck.

In the summer of '38 the String-Dusters listened to the siren song of a promoter, sharper than two tacks and a Bowie knife, who was going to help them to fame, fortune and immortality on a tour south of Knoxville—for \$25 a week, to be exact. "He paid our salary for two weeks," recalls Homer, "and then it was root hog or die . . . We died. No money, no food, no crowds, no-dare-look-landladies-in-the-eye." Homer's birthday came along and Jethro, who'd been holding out for a celebration, bought him a hot dog and a bottle of pop. When they came back to their room, Homer hiccuped, and Jethro's brother was furious.

"Traitors!" he screamed. "You've been EATING!"

Finally, 500 miles from home, they played an engagement that brought them enough money to pay off a landlady and get back to Knoxville, "mostly walking, but a whole lot smarter than when we started." Shortly thereafter the String-Dusters dusted their last and Homer and Jethro went off to a featured spot on John Lair's Renfro Valley Barn Dance coast-to-coast. In 1942 they both went into the Army, Jethro to the South Pacific, Homer, who had married one of the 'Coon Creek Girls from Greenville, Ky., to the battles of Texas, Louisiana, and—finally—to the European Theater with the Army field medics.

Nineteen-forty-seven found them back at the same station where they started, WNOX, with an outfit that included former KWTO-er Chet Atkins and Aytchie Burns, billed as the Colorado Mountain Boys. The next summer they took a Homer and Jethro tent show on the road, played to good crowds at such events as the Wisconsin State Fair, ("They'd never seen hillbillies before"), filling their 800-seat tent 10 and 12 times a day.

(Continued on page EIGHT)



## A FAMILY GROUP . . . . .

AUDIE LINDEN, THE  
GIRLS, AND MILDRED

Farm-bred A. L. (Buster) Fellows and Mildred, both originally from Polk, Mo., come as close to leading an RFD life in the city as any family in Springfield. Their eighth-of-an-acre leaves no room for chickens, but Buzz farms "by the book" and tries all the latest truck garden methods. Beans, peas, corn, cabbage, tomatoes, potatoes, lettuce, onions, radishes and the like are planted in just the proper proportion to keep the table laden and Mildred's canning equipment busy all summer long.

Radio work offers such popular entertainers as Buzz plenty of time to "putter," as he describes it, although his wife calls it "being helpful and useful around the house." This spring and summer he has been putting a concrete foundation under their home on Boonville near the north edge of town, building a basement and shingling the garage, as well as helping with the preparation of fruit for canning (they put up 200 quarts of fruits and vegetables a year). There is still weekend time to take Connie Jo, nine, and Georgianna, who'll be seven in August, on the kind of picnics they like—watermelon, potato salad with lots of onion and sweet pickle in it, and frankfurters. Mildred wraps the franks with bacon strips, barberpole style, fastens with toothpicks, and sticks them on a hickory stick for roasting over an open fire. She spreads the long buns with home-made horse radish mustard.

Another family picnic favorite is pickled peaches, which she puts up every year, and here's her formula: Boil 2 lbs. of brown sugar, 1 pint vinegar and an ounce of stick cinnamon for five minutes, to make syrup for half a peck of peaches. Dip peaches quickly in hot water for just a moment, rub off fuzz with a towel, stick each one with four or five cloves. Cook peaches in syrup a few at a time until tender (about 10 minutes), pack in jars, fill with syrup and seal.

## MEDITATIONS

BY MATT MATTHEWS

"It's just too hot to do anything today" . . . "I wish it would stop raining" . . . With these and other phrases I hear people wishing the weather would fit their particular needs and desires. Personally, I prefer the philosophy of the old colored fellow who said, "When de Lahd sends rain, den rain's mah choice." For there is need for sun, for wind and rain and snow in the majestic balance of the cosmos, that all in the plan and purpose of God may be accomplished. There is a pattern to everything in the realm of His creatures and His creations. Let us not, then, complain of the weather the good Lord sends our way, but pray to him for the best benefits from it for all mankind.

# INSIDE AT THE STUDIO . . .

BY THE EDITOR  
OF THE DIAL

Direst threat to the tranquility of the Slattery family is small Jimmy's announcement that next Christmas Santa Claus is going to bring him a drum. "Never mind," Joe tells Mary optimistically. "We've got five months in which to prepare ourselves" . . . A neighbor found and gave to Jimmy an elderly ukelele with three strings, but he plunked it discordantly for only half a day and put it aside. Why? "It doesn't sound like Slim and Homer and Junior," he complained. "They've got good ones!" . . . Studio slapstick on the Farm Hour, after Joe had just read an announcement: "Sure throws himself into his work," said Slim. "Good thing he doesn't run a concrete mixer."

It shouldn't happen to a guitar player, but it did—to Doug Dalton of the Whippoorwills. He finally found a house, big enough for Mrs. D. and their four children, and leased it, with the condition that he look after the three dogs, two collies and a chow, that go with it. The day after they moved in, along with Bernie Wulkotte and Gene Monbeck, who were still in temporary quarters, one of the collies had pups—not two, not five, but seven! . . . Doug will keep them until they're weaned, and then start a give-away to make room for his own family. He's even willing to give Gene away, if he can find the right girl . . . Roy Lanham, fourth "Whip," went back east to pick up his wife and two small fry, having found a house in the 1600 block on South National, not far from where Matt Matthews used to live.

Liz Cole wandered upstairs the other day to listen to the "Whips" at 3:30 and to Homer and Jethro on Bill Ring's Cornfield Follies at 3:45. Don Dailey was substituting for announcer Chuck Hesington on the 3:30 spot, rattled off a burlesqued soap opera about "Helen Tent, the Outdoor Girl." Then H. and J. came on with an original number about a scarey character named Johnson, who shied from spooks and wailed, "Keep them coooold, icy fingers offen me" . . . Liz went back to her well-ordered desk shaking her head and murmuring, "This place gets cornier all the time" . . . East-bound on their vacations: Buzz Fellows and his family, who'll hit Nashville, look up relatives in Chattanooga, then head for the Virginias, the Blue Ridge Mountains and famous Skyline Drive. "Once I took a vacation in flat country," hillbilly Buster

said, "and it was terrible. Only time I stopped being homesick was when I rode a ferris wheel" . . . Dale Parker, Dixie and the youngsters will visit in Pennsylvania . . . Chuck and Jean Hesington also spent 10 days with relatives there.

Lou Black and Ralph Foster have high horse show hopes for their 5-year-old Tennessee walking horse, Rockin' Rhythm, bought a year and a half ago, shown for the first time this year at Fayetteville by Chester Breshears. The mare is a double-granddaughter of Wilson Allen, fine walking horse stock . . . Photographs for Lou's Square Dance book were taken at Hickory Hills Country Club, where George Rhodes, Buster and Selby Coffeen play, and Lou calls, about once a week. Lou started calling when he was 11, perched on an oil barrel in a big garage at Batesville.

KWTO fans of Shorty and Sue Thompson have been enjoying the visit of Sue's sister, Sally (Mrs. Lee Dixon), almost as much as Sue has. The girls began harmonizing together 20 years ago, and Sally has been a frequent guest on the Saddle Rockin' Rhythm programs . . . "Are you all here?" Shorty asked her on the air the day of her arrival. "All but my tummy," she replied. "I left that on the plane" . . . "Don't complain," he scolded. "First time I made the trip between Springfield and Denver, I hitch-hiked" . . . Smiles are large in the Thompson family since Gary got his horse, which is kept at the farm near Mountain Grove, and Wayne his red pony.

## ★ JUNE CROSSWORD PUZZLE

H	E	S	I	N	G	T	O	N	L	O	W
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M	T	M	E	L	E	E	R	P			
E	T	N	A					K	E	E	P
L	E	U						O	Y	O	
								O	L	E	O
F	A	S	T					L	L	R	
O	R	C								H	A
L	A	R	I	D	O	A	R	T	I		
G	A	S	T	R	O	L	A	N	I	L	
E	N	T						C	O	G	P
R	A	S	P	S				H	A	W	K





## LOOK ABOVE —

### AND MEET OUR NEW ANNOUNCER

Easily the sweetest and most mature voice to come KWTO's way in a long month of Sundays is that of Mart Hauan, who is the partner in clime of The Dial editor: Both of them forsook newspaper work not long ago for radio.

Mart was born on a snowy January day in 1916 near Thompson, Iowa, and reared in Seattle, Wash., where, he recalls, "the fishing is wonderful." After graduation from Iowa State in 1940 with an A. B. in speech and English, he pitched into reportorial tasks on the Cedar Falls Daily Record, and then graduated brilliantly and abruptly to the editorship. Spare time, usually early a. m., was devoted to "string man" correspondence for the Des Moines Register-Tribune, A. P. and U. P.

Came the draft, and four years, for Mart, with what he calls the "chairborne infantry" at Camp Crowder near Neosho as an Army interviewer, columnist and feature writer for the camp paper. Printer's ink was pumping his pulses at discharge-time, and he became publisher of the Jasper County News in 1946, with a sideline as "Country Editor" on a KDMO (Carthage) program. He comes to KWTO from a post as news chief of KFSB, new Joplin station, and is trying, he pretends, "to talk myself out of my inky past." In April of 1945 he married Helen Kirby, of Carthage.

The typewriter, and an urge to write magazine fiction, still lure him, but he's

## DEAR DIAL:

### QUESTION COLUMN

**Q.** Could we have Chuck Bowers' picture as the Portrait of the Month? How old is Chuck, and is he getting married? (Miss D. P., Meta, Mo.)

**A.** I'll promise you a good page 20 portrait of Chuck not later than the September issue. He is 26 years old, and if he's matrimony-minded, he's keeping it a secret.

**Q.** What's the matter that I don't get KWTO at night? Is there something wrong with my radio? (Mrs. E. G., Clinton, Mo.)

**A.** KWTO does not have as much power at night as it does until sundown: Daytime, 5000 watts; nighttime, 1000 watts. In addition, soil conductivity, which is far greater during the day, carries our signal farther.

**Q.** How about a good portrait picture of Bob Hubbard in The Dial sometime soon? He seems to be the forgotten member of the quartet—nice looking and has a very lovely voice. (R. E. H., Billings.)

**A.** As you have probably read elsewhere in The Dial, the Matthews Quartet is leaving us for a new job in Nashville. However, if they continue to be heard by transcription on KWTO, we'll try to fill your request this fall.

**Q.** Will you please put Zed Tennis and family in The Dial soon? (Mrs. B. W., Berryville, Ark.)

**A.** Zed's wife, Marge, hasn't been feeling well. When she's up to it Reuel will get a Tennis family picture similar to the one of the Fellows family on page 5.

## ★ OZARKOLOGY

Maybe there's too much talk, muses Bob White, about a fellow needing self-confidence to get along in the world. "I was reared to figger I never was so good at anything but what I could get a whole lot better," he says. "Older folks in my part of the hill country used to say to us kids, 'So long as you know you're green, you'll grow. But when you think you're ripe—then you begin to get rotten.'"

easily diverted by strawberry shortcake or an exciting sports event. He's your newscaster at 4 p. m. for Creamo Margarine, at 6 p. m. for Ozark Motor and Supply Co., and at 10 p. m. for Mid-Continent Oil and Westside Lumber.

## OFF THE CUFF

### ... STUDIO GOSSIP

Announcer **Don Dailey's** brightest birthday remembrance was a card in the form of a hot water bottle, and a merry verse, written in red ink, recommending the hot pack in case he felt lovesick. The mystery correspondent: "Rhything Rita."

**Chuck Bowers** came back from his vacation with a tan like a mahogany table and a pronounced limp. The tan was acquired swimming and sunning in Wichita, where he visited his sister and brother-in-law, and at Rockaway, where he stopped the show one night singing with the pavilion orchestra. The limp came from a trip to the Texas Panhandle to attend a big beef fry and rodeo. He tried calf-riding for the first time in eight years—but not for very long . . . He wrote, according to friends here, very few letters and postcards with the new fountain pen that was his birthday gift, along with a cake, from members of his fan club . . . Did you know, by the way, that the club has members in Colorado, Idaho, Virginia, Kansas, Tennessee, South Carolina and Vermont, as well as in KWTO-covered areas? The organization is registered in the Movie Stars Parade Directory.

They were gay days (and programs) for the **Whippoorwills** when **Dottie Dillard**, network songstress who used to sing over KWTO with the Coeds, came back for a visit. She's heard on Sunday Down South, Hospitality Time and other WSM-NBC programs originating in Nashville, with the orchestras of Owen Bradley and Beezley Smith . . . **Jim Lowe**, whose Lowe Down record program on WIRE, Indianapolis, has already built house-afire popularity, writes that he's featuring Dottie's recording of "Put Your Shoes on Lucy," a tune written for her by Hank Fort. It was played for the first time anywhere over KWTO last year, with Jim at piano and Dottie, his program guest, doing the trilling.

Winner of the gold statue KWTO golf trophy: **Bill Ring**, who won over runner-up Lou Black . . . Bill spent the first part of his vacation in Chicago attending the National Association of Broadcasters' Program Clinic, and visiting **Smockey Lohman**, **Lula-belle** and **Scotty** and others on the Saturday night Phillips Petroleum Co. Barn Dance . . . Practically the prettiest sight in town—the bright rose-colored petunias and misty blue ageratum along **Ralph Foster's** front walk.

## ★ SPONSORS; PROGRAM NEWS

Summertime spot campaigns on KWTO include those sponsored by Milnot, a milk preparation, now made in Missouri plants, that whips like cream . . . Fitch shampoo . . . Kellogg's Variety Package of breakfast foods.

Current offer on the 2:15 p. m. Kitchen Talks program is a Kewaskum regal quality aluminum 5-in-one cooker. You send \$1 and a Shina Dish box top for this valuable utensil.

New ABC network programs include The Voice of Prophecy, sponsored by the Seventh Day Adventist Church at 10 a. m. Sunday, and offering some beautiful music . . . The Fine Arts Quartet at 2:30 Sunday and the Milton Cross Opera Album following . . . Jimmy Fidler at 9 p. m. Sunday, sponsored by Carter Products (Arrid) . . . General Mills' Lone Ranger Mystery Deputy Contest, with hundreds of prizes up to \$3000, is to continue through Aug. 2. Listen for news of it at 6:30 Mon., Wed. and Fri.

## THE SPOTLIGHT

(Continued from page FOUR)

They've been featured on the WLW Mid-Western Hayride and Doodlesockers show on network, have done guest shots on WLS Barn Dance and NBC Plantation Party, and have worked programs with Ted Lewis, Eddie Peabody, Joey Adams, Duke Ellington, Luba Malina and Edward Everett Horton. They've been recording artists since 1946, when their first record, "Five Minutes More," sold 100,000 copies in the first three months. Victor will soon release their hillbilly versions of "Gettin' Older Every Day," "Pizen Pete" and a parody on "Tennessee Border," and Homer has also recorded original tunes, "That's Why You're Gone" and "Waltz With Me," the latter transcribed by Cowboy Copus.

Homer, father of a boy six-and-a-half, and Jethro, who married one of the WLW Johnson twins (Chet Atkins married the other) and has a boy eight-months-old, are comfortably settled in Springfield with their families.

"Just about the right size for us," they say. "We spent a week in New York cutting records before we came out here, and that town scares us to death. If there'd been a building in Springfield over 10 stories high, we'd of kept right on goin'!"





## REUEL HAYMES' FLASHES IN THE PANORAMA

1. Tharol and Penny Nichols prepare their last meal in the trailer-home they were happy enough to give up when they bought a house last month. "Now," Penny says, "I have room to whip up a cake without skinning my elbows.

2. Singer Betty Lou Jones and Jethro keep a firm grip on Homer while Dial Circulation Manager Bette Evans trims his long, taffy-colored locks. He doesn't like it! Betty Lou, whose first KWTO appearance was with the Eureka Springs Civic Choir a year ago, was with us first part of the summer. She found, however, that life at the YWCA was a little lonely for one so young, got homesick for her parents and four younger brothers and went back to Cabool.

3. Did you ever see an egg-and-plate relay? Chuck Hesington and City Sales Manager Ray Keltner were on the same team at a staff picnic, but lost. Ray couldn't pass the plate from his own chin to Chuck's without touching it, and the egg went smash.

4. One of the outstanding recorded shows in radio, the Sammy Kaye Showroom, is sponsored by Chrysler on KWTO at 5 p. m. Mon., Wed. and Fri. Did you realize its bandsman-star was so handsome? Kaye, whose records last year sold over 4-million copies, features Laura Leslie and Don Cornell on the program.

# FARMING AT 560 . . . . .

BY LOYD EVANS, KWTO  
FARM SERVICE DIRECTOR

When the Missouri College of Agriculture at Columbia developed a form of balanced farming a few years ago, only county agents and large farm operators gave the matter much thought. It was just another form of extension work. Now, however, farmers are joining in increasing numbers. Others are seeking information concerning the forming of balanced farming rings and what the program can mean to them.

I didn't know all of the answers to the questions myself so I called upon my good friend and balanced farming specialist, Lyman Amburgey, Greene County Associate Agent in Mr. Keller's office, who has set up a number of projects.

Your county agent can give you the details. Anyone can join the "ring" with \$50 and a desire to improve his agricultural methods. The \$50 membership fee is pooled with \$12.50 from the University and another \$12.50 from a local businessmen's group interested in promoting farm activities. You are placed in a group of approximately fifty men with a specialist appointed by the county agent as your agent—or instructor, if you prefer to call him that. The money collected pays his salary, mileage, supplies and clerical expense as well as your handbooks and record books needed. Nothing in this program is compulsory. You are not required to stay in line with the plan for the five-year period over which it operates, nor do you have to follow all or any of the suggestions of your agent just because you signed up. Your agent is there to help you when you feel you need him most.

First, your farm is mapped. Erosion problems are studied, waterways and terraces drawn. Crop rotation is worked out in order to get the most from the soil without robbing it. A pasture improvement project is always included. You and your agent chart the type of livestock desired for the purpose, and the crops needed to provide for them. You can't do all of those things in one year—hence the five-year schedule—making this year's work fit with next year's hoped-for improvement.

Many farmers declare they saved far more than the \$50 fee just by using the proper fertilizer following a soil test, instead of wasting money for something not needed.

Others found they were always waiting for cash from one source of income, such as hogs, when the addition of dairying gave them a weekly milk check to carry on expenses. Fertilizer purchases, home improvements and new machinery planned for in advance were paid for with hog money. That's merely an example! It's true it isn't always that easy . . . farming just doesn't work that way. But balanced farming is working when you ask those in the "ring."

To summarize it . . . the farmer gets more frequent visits from his agent because more agents are available; the members hire them at \$50 a year. The agent assists in a system of bookkeeping; livestock, crop and soil problems. The men we have talked with say the agent is helping to produce, through better farming, money to make improvements which looked impossible when mapped out on paper in the five-year plan.

Various states and several foreign countries have studied and are copying the plan, a Missouri development, which sounds mighty good to them.

## WHO ARE THEY?

. . . NAME THE STARS

How well do you know your KWTO? Featured in this month's guessing game are one of the oldest and one of the newest members of the staff. Identities of the May personalities in this quiz are found at the bottom of the column.

1. We'll bet Buzz Fellows' wine red flannel jacket that you've never heard her real name, Lela Evelyn, spoken on the air, although she's been with the KWTO management as an entertainer off and on from the very beginning.

2. Over in Switzerland they have some mighty big dogs that are used in rescue work, trained to find and aid travelers and mountain-climbers lost in the snowy Alps. The dogs are named after a saint, and so is one of the most recent (and rhythmic) additions to the KWTO staff. It's his first name; who is he?

Answers to the May teasers: Middle-named for St. Matthew, and guiding genius of the News Room, is Floyd Sullivan. Lou Martin, since returned to KOAM, Pittsburg, was the second KWTO-er featured in the May column.

## CROSSWORD PUZZLE

### ACROSS

1. and 5. Pictured star.
11. No. 1 guy in Norse mythology.
12. Town and lake in New York.
13. Latin for "I."
14. Sick.
15. High priest of Israel, trainer of Samuel; also nickname for Yale University.
17. Doctor.
18. You need this to build a house on.
19. Beginner.
22. Cereal grass.
24. Male lead in play or movie.
25. Fraternity (ab.).
26. To acquire by working.
27. First name of KWTO baritone.
28. Biblical city.
30. KWTO's network affiliation.
32. A lion can do this.
34. Louisiana.
35. Pictured star's favorite musical instrument.
39. Preposition meaning "in the direction of."
40. What you have to do to elect a president.
42. To regret.
43. Thickened part of milk.
45. Soon (poetic).
46. Noun, adjective or verb suffix.
47. Opposed to.
48. Take care of.
49. Cleopatra's suicide snake.
50. Eden's first resident.

### DOWN

1. Canine.
2. Fuss and bustle.
3. French article.
4. Town in Oklahoma.
5. Game played on horseback.
6. Article meaning "one."
7. Fishing rod attachment.
8. Prefix meaning "thousand," used in metric system.
9. Heard on 4:25 p. m. "Do You Know" program.
10. Sun god.
11. What Williford has sent us too much of.
16. Tale-bearer.
17. Watch its phases when planting.
20. Voice vote for "yes."
21. "Readin', Ritin' and Rithmatic" (ab.).
23. American Automobile Association.
25. How many Whippoorwills?
29. Round.
30. By oneself.
31. Conductor's wand.
33. Great trunk artery which carries blood from the heart.



36. Operatic solo.
37. Pecans, cashews, pistachios.
38. Passenger vehicle developed during the war.
40. Large vessel used in tanning.
41. Finis.
43. Civil Aeronautics Administration.
44. Not bright; dull.

## INQUIRING REPORTER

**Bette Evans:** Do you have a garden, either vegetables or flowers? And if so, "how does your garden grow?"

**Gene Monbeck** (youngest Whippoorwill): It's pretty difficult to have either when you're unattached, but perhaps a plug in The Dial will help solve the problem and I'll have both. Then I'll grow nothing but tomatoes, poppies and big red roses, all scrambled together.

**Bob White:** There are flowers as well as vegetables in our garden, but Waneta and I divided the work. Hers is the posy department, mine the vegetable, except that she always waits until I've mixed spray for my plots and then borrows it.

**Fritz Bauer:** My thumbs aren't green, but brown as blight, so I leave gardening to the experts. I pick my food off the shelf at the store.

**Aunt Martha:** Everett and I haven't time for vegetables, although I love fresh garden lettuce and onions, but we do keep a few flowers going—easy-to-care for things like roses.

**George Rhodes:** We have both kinds, and with the canning that goes on around my house all summer, I have to keep hopping among the vegetables until squash time.

## PORTSIDE PATTERN

BY GEORGE EARLE

Occasionally I like to quote something in this column from one of my favorite books, "Seeds of Service," by Ernest Clay Baird. I think you will be enriched, as I have been, by reading the story of "Uncle Bob's Wave."

Everybody in the little town called him "Uncle Bob." He was a friendly, genial, cheerful man. Poor in purse, rich in friends—that describes him. When he became ill, there was much sorrow in the village. Everyone was anxious save Uncle Bob himself. He treated his sickness as a joke.

One day a specialist came from the city, and, after a careful examination, declared that the sick man would never get well. Uncle Bob accepted the verdict with a smile.

"Will it be days, or weeks, Doc?" he questioned lightly.

"Weeks, but not many," was the answer.

The next day Uncle Bob made a strange request. "I want you," said he, "to move my bed into the front room by the window looking out onto the street. I want to wave at the folks as they pass by." This was the beginning of "Uncle Bob's Wave."

There he rested among his pillows, his Bible open before him, with a smile like a cloudless morning, and, as the people passed, Uncle Bob would wave in his own friendly way. In the next few days this window became a shrine. Thither came the people—old and young. School children would go many blocks out of their way in order to pass this window. Here the tired found rest; the sad, comfort; the selfish, healing chastening. The most effective way to discipline a wayward child was for mother to say, "I'll tell Uncle Bob and he'll not wave at you anymore."

"Now, neighbors," said Uncle Bob when he was very weak indeed, "when I'm gone, don't think of my grave; think of my wave." Then there came a day when he could not wave—he could only smile. Just before his spirit went home, Uncle Bob looked up into the face of his weeping wife. "Never mind, mother," said he, "I'm just going ahead to fix things up a little. I'll look out for you, and when I see you coming—I'll . . . just . . . wave."

And the memory of "Uncle Bob's Wave" still lingers as a benediction in that little town, and the story of it is told to strangers who wonder at the community's neighborliness. They take it away with them, and the goodwill it helped to build.

## ★ CONTEST WINNERS VISIT

Even radio work, believe it or not, can become a little monotonous, which is why KWTO-ers welcome studio visitors, and especially contest-winning guests on their programs. Shorty, Sue, Zed and Bob White (Doc Martin was on vacation) were in top form the day Forest Lipscomb awarded heaps of silver dollars to three of the Lipscomb Chick Starter contest winners on the 11:45 show. (Picture on page 19.) The charming, attractively dressed guests, all fine, representative Ozarkians, were Mrs. Irvin F. Jones of Oakland, \$500 first prize; Mrs. Clyde Gideon of Richland, \$100 third prize; Mrs. W. H. Billings, Nevada, \$50 fourth prize. Second prize-winner Nick J. Schammo of Huntsville, Ark., lived too far away to receive his \$250 in person.

Also on hand to extend congratulations was E. P. "Tommy" Thomas of Fort Worth, an executive of the agency which handles Lipscomb's advertising.

Lipscomb dealers James A. Loney, Fay Laird, Bohannon and Son and Chisenberry Service Station also received cash prizes by mail. Another winner, in a roundabout way, was Mrs. Gideon's husband: She swore, if she placed first, to feed him Lipscomb Chick Starter. Spry, bright-eyed Mrs. Billings told, on the air, how she planned to spend her prize. "I'll buy more chicks to feed them more Lipscomb pellets!"



### SWING YOUR PARTNER!

Many Dial readers have requested this picture of John Dolce, exuberant square dance caller on National Barn Dance, heard every Saturday evening at 9 over ABC-KWTO, following Central Feed's program.

## SCHEDULE FOR JULY

WHAT'S GOING  
ON AT KWTO?



### WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol  
 5:15 a. m.—Scrapbook  
 5:30 a. m.—Morning Moods  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—Morning Melodies  
 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.—Jordanaires (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.—Newscast  
 10:00 a. m.—Jordanaires  
 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—The Whippoorwills  
 12:00 noon—Farm Forum (S)  
 12:15 p. m.—Goodwill Family  
 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—ABC (S)  
 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—ABC (S)  
 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.—Johnny Lujack—ABC (M-W-F)  
 5:30 p. m.—Sky King—ABC (T-Th)  
 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.—The Eye—ABC (S)

### 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.—Voice of Prophecy—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—Homes on the Land  
 12:15 p. m.—Senator Kem  
 12:30 p. m.—Sermons in Song  
 1:00 p. m.—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.—Music by Bovero—ABC  
 2:30 p. m.—Fine Arts Quartet—ABC  
 3:00 p. m.—Opera Album—ABC  
 4:00 p. m.—U. S. Navy Band—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.—Betty Clark—ABC  
 5:45 p. m.—Honeydreamers—ABC  
 6:00 p. m.—Stop the Music—ABC

7:00 p. m.—Think Fast—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.—Go for the House—ABC  
 9:00 p. m.—Jimmie Fidler—ABC  
 9:15 p. m.—Ted Malone—ABC  
 9:30 p. m.—Newscast  
 9:45 p. m.—George Sokolsky—ABC  
 10:00 p. m.—News of Tomorrow—ABC  
 10:15 p. m.—Thoughts in Passing—ABC  
 10:30 p. m.—Popular Orchestra—ABC  
 11:00 p. m.—News, Orchestra—ABC

**MONDAY NIGHT**

7:00 p. m.—The Railroad Hour—ABC  
 7:30 p. m.—Ella Mae Morse—ABC  
 7:45 p. m.—Henry J. Taylor—ABC  
 8:00 p. m.—Concert Hour  
 8:30 p. m.—Labor League  
 8:45 p. m.—Rendezvous—ABC  
 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.—Little Herman—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.—Stars in the Night—ABC

8:30 p. m.—Salon Serenade  
 9:00 p. m.—It's Time for Music—ABC  
 9:30 p. m.—To Be Announced—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**THURSDAY NIGHT**

7:00 p. m.—To Be Announced—ABC  
 7:30 p. m.—Spotlight on Industry  
 7:45 p. m.—Sully's Spotlight  
 8:00 p. m.—Play It Again—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.—Bernie Green—ABC  
 9:30 p. m.—Treasury Bond Show—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**SATURDAY NIGHT**

7:00 p. m.—Pat Novak—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.—Hayloft Hoedown—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestra—ABC

**YOUR STARLORE**

BY OPAL PORTER

Believing that you're all even more interested in home folks than you are in famous "furriners," honorable mention is given KWTO's Assistant General Manager Leslie L. Kennon, a typical Cancerian, (birthdays June 22-July 23). The tenacity manifested in his steady upward climb is symbolic of the crab, The Cancer symbol, a quality belonging to this Water Sign.

Cancer people are home lovers, both men and women, but they are equally attached to business, and are usually in executive positions. John D. Rockefeller, Sr., was a good example. (Aunt Martha's sign is Cancer, also).

Many of the Cancer-born are psychic, even clairvoyant and clairaudient. Their ruler, The Moon, contributes much to such phenomena, giving a vivid imagination and a

phenomenal memory, especially when posited in Cancer. Many Cancerians seem to have a "sixth sense."

You Cancerians are entering a seven-year cycle of Uranus in your Sun-Sign. Changing conditions are apt to be sudden and upsetting in home and personal matters.

Jupiter in your seventh house presages marriage for many Cancer women. Hurry! He moves into a different zone November 30, but you still have five long months.

Saturn in your house of neighbors makes you conscious of elderly people. Don't neglect them.

**HAPPY BIRTHDAY TO:**

Selby Coffeen .....	July 3
Leslie L. Kennon .....	July 13
Slim Wilson .....	July 14
Paul Glynn .....	July 20
Martha Baty .....	July 21
Penny Nichols .....	July 23

**LOOKIN' AT YOU**

... BY SULLY

One of the most unusual and wistful requests was made to the KWTO News Room last month. A small boy called and asked us to announce on the Newsettes that he had lost his dog. It was obvious over the telephone that he spoke through a choking tide of tears that threatened to burst through at any moment, but he carried on manfully until he came to this part of the story: "Tell whoever has my dog that he won't want to keep him because he'll have to sleep with him. He cries if you try to make him sleep by himself, so I always let him sleep with me." Perhaps this wasn't the argument that helped to find the dog, but it was found, to the youngster's great joy. Yes, we ran the item twice.

Former KWTO Newsmen Fred Raines, now in Nashville, Tenn., starring in soap opera and western recorded series made by the Brown Bros. company there, was back for a few days and came to visit us. One of the nicest things about his work, according to Fred (who always thrived on moonlight), is that he doesn't have to get up until 9 a. m. . . . The Brown Brothers themselves, also former News Room boys, were back in Springfield to attend Drury College commencement exercises, and reported that Fred is doing a fine job when he does get up.

The six-year-old son of KWTO Newshawk Paul Boyd Glynn is one of those youngsters who usually has the last word—and speaks it brightly. Young Paul, who frequently accompanies his father on fishing jaunts, has heard plenty about those pesky turtles that steal the trot-line bait . . . none of it complimentary. The other evening he pleaded to be taken to a movie, was refused, and sat sadly in a corner, spirits dampened. Father Glynn decided to try to divert the boy. "Son," he said, "what are you going to be when you grow up?" The boy thought for a long, long time. "Well?" asked his father. "I know," said young P. G. "I'm going to be a turtle and steal your bait!"

Think twice—if you plan, on your vacation, to revisit the favorite scenes of your childhood. It takes a strong constitution and a sunbeam outlook to return to old haunts without aches of regret at the way they've changed.

**FROM THE FILES**

... A DIAL REVIEW

**7 Years Ago This Month**

The Haden Family returns to KWTO . . . (Now in Springfield operating a business).

**6 Years Ago This Month**

George Earle Wilson meets Senator Harry S. Truman for exclusive interview.

**5 Years Ago This Month**

Jack Baker takes post with KWTO (now in business in Memphis) . . . "Korn's-A-Krackin'" set for Electric Theatre July 11-12.

**4 Years Ago This Month**

Leslie Kennon promoted to Assistant General Manager.

**3 Years Ago This Month**

K-A-K stars tour Ozarks . . . Floyd Sullivan spends two weeks vacation at Port Arthur and Galveston, Texas . . . KWTO stages Queen of the Ozarks Contest.

**2 Years Ago This Month**

Joe Evans, former KWTO news reporter, now an agency executive in Fort Worth, (still living in Fort Worth) . . . K-A-K audience now hears own applause on record played back each following Saturday morning. (Now heard at 10 a. m. Saturdays.)

**1 Year Ago This Month**

The Baileys house-hunt . . . Chuck Hesington and Bill Ring work Freedom Train special events broadcast.

**★ HIGH-PRICED BIRDS**

Remember the item in last month's Dial about the parent pigeons nested outside the Program Department window? Bill Ring sent this formal announcement to all other departments on June 13: "Subject: Blessed Event. Program is happy to announce the arrival of 'Killocycle, small, yellow and squeaky. Mama Pigeon doing nicely."

"That family," figures President and General Manager Ralph Foster, "is worth about \$5000. That includes not only the time Alma Gene Cain, Lou Black and Bill have taken off to watch the birds during the 17-day hatching period, and the time they've spent since supervising Killocycle's feedings, and the time they've spent in other offices speculating on whether the second egg would hatch, and the time other talent and executives have spent hanging out the window, and the work Program Department hasn't been able to get done while visitors hung out the window. It also includes the time it's taken me to estimate the time spent by others in pigeon-watching!"

# HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD  
"QUEEN OF THE OZARKS"

## Hello Folks:

Did anyone ever see such crops and growing things and such gorgeous vegetables and fruits? What a country we live in!

**"I think the greatest peace is found  
By those who live near to the ground,  
Who find their work and play and rest  
Close to the kind earth's warm brown breast:  
Who work with flowers and trees and grain,  
Who feel the summer sun and rain—  
Who read with understanding eyes  
The changing message of the skies:  
And see in earth, from sky to clod  
The open, living book of God."**

And you just couldn't believe the contentment of an Ozarkian unless you really knew it. In this day of muddled living, many a hillman lives on his little patch of ground on the side of the ridge, where there isn't "toe hol't for a mule," and the ground is so rocky and flinty that they tell it on him that he has to shoot the corn into the hillsides with a muzzle-loader. My good friend Booth Campbell down at Cane Hill, Ark., once told me that the ground was so hard he could hear his beans grunt for a mile tryin' to sprout. And you could look up his chimney and see the cows comin' home!

One time I went down there during depression and a lot of good Cane Hill neighbors had gathered in and they set a twelve-foot table with everything that the human stomach could want—such a table!—literally breaking down with luscious food. I said, "Folks, did you know we had a depression on?" And Booth said, "Yes, we heard about it—but it don't bother nothin' but money matters!"

That's something to mull around in your cranium! "Punkins" grow just the same. The birds fly overhead and the thrush sings in the gloaming. We just go on carving out little Edens on the rocky ridges—we have peace and contentment, sugar in the gourd and honey in the horn—hain't had sich a time since the day I was born!

A good hillbilly farmer won't get his hair cut while the corn is "making" because it will dwarf the growth, did you know that? Did you know that to make an apple tree give its best, you drive an old-fashioned hand-wrought nail into it? (And where are you going to get the old nail any more?) There is an old belief that if sprouts are cut on the ninth of May they will never grow again. And any old farmer knows that shingles or "shakes" as they call them,

for a house roof, if rived in the dark of the moon, will lie down flat—but if made in the moon's increase they will turn up like a picked chicken! And they used to say that if you laughed while planting corn, the grain on the cob would be irregular.

**You fishers, did you know that a fish wouldn't bite during a thunderstorm? Catfish bite best when roasting ears are ripe. It is an old belief that hawks are blind in dog days. Did you ever hear that one? I wonder if anybody really knows. There is nothing unbelievable in this day of strange unearthly things, you know.**

**The decay of a great body of beliefs is very slow, and superstitions die hard in the deep Ozarks. I know what I'm talking about.**

Sometime I'm going to take time off and tell you a lot more about folk songs. If ever anything was coming into its day, it is folk music . . . especially American. Do you hear Burl Ives on radio or records? He is the greatest folk singer of this generation or any generation. I believe he has done more for American folks music than anybody living.

Folk music is unwritten music, handed down from parents to children for generations. The tears and joy and laughter and living and drama and sorrows of a people . . . all rich with the diversity of this great country. Pioneer songs swept across the Alleghanies; steamboat songs, songs of Kentucky lumberjacks and the Great Lakes Irish . . . British ballads of lords and ladies in castles grand. Songs of the early western settlers like "My Little Old Sod Shanty on the Claim" . . . Bandit ballads, songs which tell of hangings and the gallows like the song of "Charles Gitua," the man who killed President Garfield. Negro blues like the old ditty known world-wide as "Frankie and Johnnie," "He was her man but he done her wrong . . ." They had a lawsuit in St. Louis a few years ago over that song. Old Frankie herself brought it . . . Railroad songs like "Casey Jones"—and all the old westerns like "The Dying Cowboy" . . . All out of that great passing pageant which went into the making of America . . . Folly songs and silly tales like "The Frog Song." (They say "The Frog Song" is the oldest ballad known.) It has been sung to children by mothers in all lands for five centuries. All interesting. They lend—

**"Honor to men who broke the sod that men might come and live."**

Goodbye and God bless you.

MAY

## LIVESTOCK JOURNAL

FEATURES SLIM  
WILSON'S FARM

KWTO fans who subscribe to the Missouri Livestock Journal, published in Columbia and edited by former KWTO Newsman E. J. "Gene" Powell, were pleased to get an intimate glimpse of Slim Wilson, dairyman, on page 9 of the June issue. The illustrated story, headed "Radio 'Cowboy' Really Owns Cows," tells of the dream of 38-year-old Clyde Wilson to have the best Guernsey herd in Greene County.

"Slim has a good start," the article continues, describing his 160-acre farm near Battlefield. "He has an excellent herd of purebred Guernseys—50 cows and heifers, four bulls and 12 calves, with eight more cows to freshen soon. His foundation is based on Foremost Prediction Langwater breeding." He recently purchased two heifers for \$1100 in Columbia, and his present herd sire was purchased from the J. C. Penney herd.

Livestock Journal also describes Slim's plans to rotate oats, sweet clover and sargo (the last for winter ensilage) to give his herd good pasture 10 months out of the year. He has 17 acres of alfalfa-brome meadow and quite a bit of orchard grass; over 1500 bushels of corn left from last year's crop. Last year his herd produced 150,000 gallons of milk, and he has now put it on a production test.

"Many dairy farmers," the article continues, "would look askance at Slim Wilson's work day," since his radio work alone or the farm alone would earn a good living. But Slim "rolls out at 4 a. m., milks his cows with the help of his brother-in-law, Glen Hancock, then drives in a pickup truck to KWTO in time for his 6:30 broadcast. At 7:30 he returns home for breakfast, helps clean up the barn, then gets back to the station for a 10 o'clock program. At 11:30 he leaves KWTO for lunch and to return to his farming." Evenings, except for the Tuesday night Korn's-A-Krackin' broadcast coast-to-coast, are spent poring over bulletins and suggestions from M. U. Ag. College, from County Agent C. C. Keller, and other latest published farming methods—after the milking, of course.

The article might have added that Slim's shiny pickup is often loaded with milk cans when he arrives at the station shortly after 6, and that Buster Fellows, George Rhodes, Junior Haworth and others have frequently plotted to unload it behind his back and

## ★ QUARTET TO NASHVILLE

It is the search for greener pastures that has lured the Matthews Quartet, now known as the Jordanaires, to 50,000-watt station WLAC in Nashville, Tenn., but you never saw five boys any sadder about leaving home country. The two married members, Monty and Bill Matthews, were in a flurry of worry over house-hunting. Pianist Bob Monty, bass Cully Holt and baritone Bob Hubbard, all of whom were living with Bill, were just as concerned. But they all took plenty of time out to express regrets at departing to everybody at KWTO.

It was two years ago June 2 that the four Matthews boys, Faust (Matt), Jack, Bill and Monty began their radio career at KWTO. Although they had sung together for years, they were mike-shy and inexperienced in studio work. Constant encouragement, constant practice and hard work registered in week-by-week improvement, as regular KWTO listeners will recall, until by the spring of 1948 the quartet was smooth enough to be transcribed and heard on other stations.

Money, Hubbard and Holt came to the rescue in August of that year, when Jack returned to theological school in Manhattan, Kan., and Matt decided to devote full time to his parish in Ash Grove. They were three in a Monett team of five, also inexperienced in radio, but once again the day-and-night grind paid off. Not only were they ready for sponsorship in a matter of weeks, but their fine harmonies won a place on Shorty Thompson's Dearborn Roundup, a series of programs ordered by Ford Tractors-Dearborn Farm Equipment for use by its dealers on their home stations throughout the nation.

At last the "Jordanaires," as they were called on that program, were earning national recognition for spirituals and barber shop singing. This reputation, and personal appearances throughout the midwest, brought the offer from WLAC, and what they hope is a chance for far more profitable "personals" before far larger audiences.

All KWTO wishes them luck, taking pride in having helped to develop one of the outstanding acts in radio. They will be heard, transcribed, at 10 a. m. Mon. through Fri., sponsored by Ozarks Empire Retail Grocers; and at 5:30 a. m. Mon., Wed., Fri.

hide the cans in the KWTO basement. The threat is as yet unexecuted: At that hour, the boys are all too sleepy to carry it out.



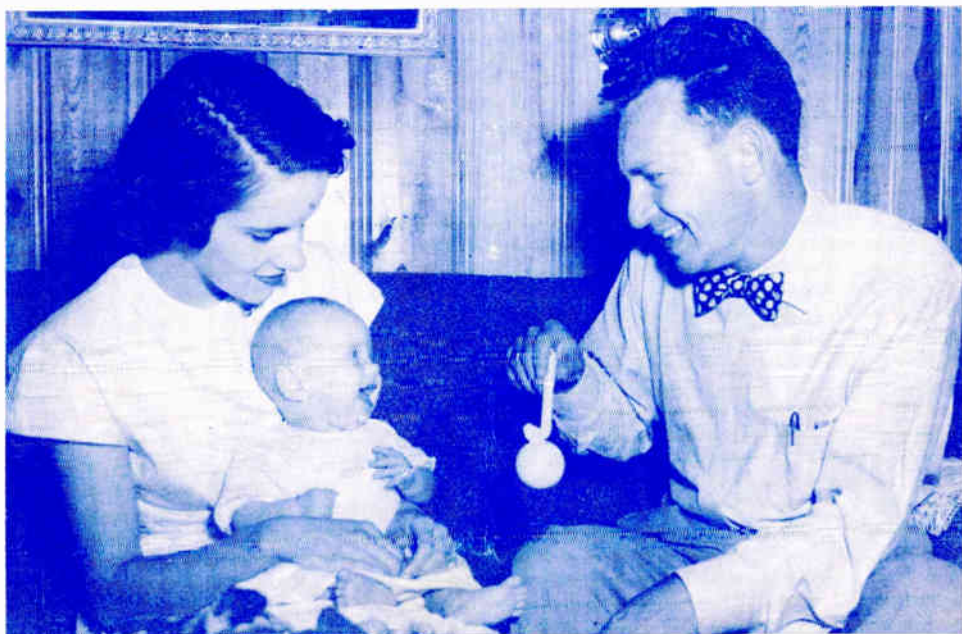


### IT'S A JACKPOT!

Three of the four top-money prize winners in Lipscomb's \$1,000 Chick Starter With Wo'con essay contest visited the 11:45 a. m. Shorty Thompson program. Seated, foreground: 84-year-old Mrs. W. H. Billings, Nevada, fourth; Mrs. Irvin F. Jones, Oakland, first. Back row: E. P. (Tommy) Thomas of Advertising, Inc., Fort Worth, Mrs. Clyde Gideon of Richland; Sue and Shorty and Forest W. Lipscomb.

### FIRST MUSIC LESSON

We've had many requests for a picture of E. E. "Si" Siman, Jr., Rosanne, and their baby, five-months-old Susan Elizabeth, who is already learning to keep time to music with the rattle her father dangles. Si now devotes most of his time to Radiozark Enterprises, a firm in the business of helping KWTO entertainers earn additional fame and extra money through recorded shows on many stations.



MISS DOROTHY MAE DAVOLT  
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★ PORTRAIT OF THE MONTH—OUR SUNNY SUE FROM SOUTH DAKOTA

There are wives and wives, but not many of them earn the additional right to that old-fashioned, meaningful title of "helpmeet." Sue Thompson does. She and Shorty are partners in everything, share the same love of radio work, of fishing, of life out-of-doors, of pets and children. Their delightful youngsters, Wayne and Gary, are as much a part

of the team. Shorty met Sue, a conservatory graduate in piano and harmony, in her home community, Yanktown, S. D., where she was part of a trio with her sisters. Since their marriage a year later, in 1934, her cheerful Danish disposition has been as important to Shorty's career as her skillful musicianship in both piano and accordion.