



The
KWTO
DIAL

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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 10-49 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.



★ HERO-OF-THE-MONTH

The voice (and face) that listeners swoon over on the Sammy Kaye program at 5 p. m. Mon., Wed. and Fri. is that of Tony Alamo. Chrysler sponsors this superb 15 minutes of modern musical entertainment.



★ BABIES OF THE MONTH—TWO RECENT ARRIVALS AT THE MATTHEWS'

These solemn, rather sleepy carbon copies of each other came along a few months ago to swell the size of the Faust "Matt" Matthews family to six. They are Timmy

and Tommy—Timothy Arlen and Thomas Allen—but even their mother, Becky, wasn't too sure which was which when we showed her the picture. They live in Butler, Mo.

FALL SCHEDULEOFFERS YOU GREATER
LISTENING PLEASURE

The "fall shuffle," which takes place among quail, college students and radio stations, has left KWTO holding some of the top entertainment cards in the deck. "Patterned programming," newly strengthened during both daytime and evening hours, has been made possible through additions to our own live talent staff, and the splendid offerings of American Broadcasting Co.

For example, you early-to-rise folks who have 6 a. m. ham and eggs with your radios tuned to KWTO will find two lively wake-up programs to get the day started right. The first, to which you've already been introduced, is Breakfast Frolic, presenting Chuck Bowers, Doc Martin and Bob White, and sponsored by the Missouri Hydro Gas Co. on Mon., Wed. and Fri., alternating with the Tony Thornton Quartet. The second is the Don Sullivan Show at 6:15, offered by Quisenberry Mills. Don is a former KWTO star and Gainesville boy whose fame is wide from France to Hollywood.

Quilt pieces and watches are offered by House of Goddard on the Goodwill Family's 6:30 show Tues. and Thurs. by House of Goddard.

Housewives' Morning

A block of programming for the "little woman" to enjoy when her dishes are done and her beds made begins at 9:25 a. m. with the Betty Crocker Magazine of the Air, General Mills-sponsored, continues through the "housewives' newscasts" at 9:45, alternately sponsored by Williams Lumber Co. and Mrs. Tucker's Shortening. Following the sprightly 10 a. m. Ozark Empire Retail Grocers' live talent show is Edith Hansen's Kitchen Talks at a new time, 10:15. And she is followed at 10:30 by Dr. George W. Crane, the brilliant personal counsellor presented by the bakers of Holsum bread. These excellent programs, all of interest to the home-maker, precede Biederman's Slim Wilson show and the Farm Hour.

The noon hour lineup remains the same except for 12 o'clock, which will offer the Carter Family after Oct. 17, M.F.A. Mutual Insurance Co. sponsoring.

Afternoon Line-up

"Set-a-spell" listening is offered in the early forenoon with Linda's First Love, Ma Perkins, Bride and Groom and Judy and Jane. Then, at 2:15, KWTO stars move

into the limelight with the new Chuck Bowers show for Sunway Vitamins.

An old favorite of last winter, Ladies Be Seated, again starring Tom Moore and offered by Phillip Morris, fills the 2:30-55 period.

Then KWTO stays with ABC network to present Ted Malone, the soft-voiced Independence, Mo., boy whose travels and comments have enchanted radio audiences for 20 years, at 2:55 for Westinghouse.

Still another outstanding network personality with a big following in the Ozarks, Galen Drake, is presented by Pillsbury Mills from 3 to 3:15. He is followed by Black's Wax Works, the sort of hillbilly record show often requested by our listeners, with Lou Black as disk jockey.

An old, reliable KWTO sponsor, Consolidated Drug Co., makers of Peruna and Kolor-Bak, has bought the 3:30-3:45 period. Shorty Thompson heads up his well-loved Saddle Rockin' Rhythm crew for Consolidated, with Sue and Zed Tennis sharing duets and trios.

Cornfield Follies, sponsored by General Mills' Red Star Flour, will remain in the 3:45 period until the Carter Family arrives.

These afternoon changes place the Rev. W. E. Dowell at a time more convenient for the average family, 4:45 p. m. Later afternoon remains the same, with Beltone Hearing Service sponsoring Ozark News-ettes.

Saturday Changes

New Saturday highlights present the Rev. Dowell at 8:45 a. m. and the Ike Martin Show, formerly a 1:30 feature, at 10 a. m. Lipscomb Grain and Seed Co. has shortened its 11:45 a. m. show to 15 minutes and changed the format to give the old Farm Forum members, Mr. Keller, Mr. Patterson and the others, a well-earned rest. It is now called Farm Front, and consists of in-

(Continued on page EIGHTEEN)

★ COVER STORY

Few Dial readers will need an introduction to our Cover Character, resplendent in smoking jacket, cradling a young Siamese cat in his arms. The cat is Simon Bolivar, and our cover personality is his co-owner with Dorothy Hall of Springfield. If you're in doubt as to whom it could be, you'll find his biography beginning on page 6 of this issue.

INSIDE AT THE STUDIO . . .

BY THE EDITOR
OF THE DIAL

Sometime this month or next, there'll be orange blossoms for **Betty Houghton** of Joplin and **Culley Holt**, deep-voiced member of the Jordanaires team. They'll make their home in Nashville, where the boys are heard on WSM. They still transcribe programs for KWTO, however . . . **Goodwill Family** Song Books have passed the 5000 mark, and Aunt Martha jokingly claims her share of the credit. She sold 120 at a personal appearance at Strafford . . . One of our most ardent Dial fans is **Jake A. Justin** of Eckley, Colo., a regular KWTO listener even though he lives "away up thar" . . . Remember the September issue picture of Virginia Teaff of Springfield, winner of the Queen of the Ozarks title at the Ozark Empire Retail Grocers' picnic? **George Earle**, who made the first prize award, reports that she also won the Radio Appreciation Day beauty contest at Sportsman's Park in St. Louis, sponsored by the Cardinals. She won another \$100 check, a beautiful trophy, and ride back to Springfield in a private plane.

More honors for **Dale Parker**, whose "Mother" song was included in the album of **Eddie Arnold** recordings that was the eighth best-seller for the first six months of this year, ranking not far below albums by Crosby and Perry Como . . . **Loyd Evans** says the furnished apartment they've found is not quite like having their own home (they have one in Topeka), but almost—as long as **Revay** continues to be an expert with southern fried chicken. (He flips a coin to see whether he wins out over the Pekingese, Prissy, in a contest for the liver) . . . Credit **Lou Black** with this bit of nonsense: "I ain't never made but one mistake in grammar that I heard tell of, and when I knowed about that one, I taken it back" . . . And from the Whippoorwills: "As Mr. Mason said to Mr. Dixon, 'Here's where we draw the line.'"

Slim Wilson, Bob White, Zed Tennis, Dale Parker and **Doc Martin** had lunch on the midway at the Greenfield Fair with the Christian Church ladies on the afternoon of Sept. 9, and then took in the movie as the guests of Mr. Peterson. "The afternoon show we did was fun, the night show went fine, but there was only one hitch," Bob reported. "Slim drooped all the way home because the church ladies were out of huckleberry pie by the time he got around to

eating" . . . The **Goodwill Family** played the fair following night but Slim, according to **Aunt Martha**, ate huckleberry pie for lunch at home that day; said he wasn't taking any more chances on being disappointed . . . As proof that Slim's a farm boy who doesn't bother to keep up with city sports, we offer his answer to the question, "Where did you do your night shows at Greenfield?" Replied Slim: "On a truck on the football **diamond**."

Mary and Joe Slattery and small, flame-haired **Jimmy** are comfortably settled in the nice new home they've leased, furnished, from friends for the next year . . . **George Rhodes, Bill Ring, Buster, Chuck and Doc** stopped by Fred Vollenweider's "apple factory" (as Doc explained it) at Seymour on their way to play Red Star personals at Mountain Grove late last month. "He had Golden Delicious apples," according to George, "as big as my head was after the fine reception we got that night at the high school." Crowds listening to their afternoon minstrel-ing, arranged by the Ozark Flour and Feed Mill, so tied up traffic on the square that they played a shorter time than they expected to . . . Check **Edith Hansen's** new 10:15 a. m. time for two grand Perfex and Gloss-Tex offers—a hollow-ground paring knife and a Pres-Kloth . . . Small fry baseball fans will want to get their votes for outstanding player of the year mailed in to **Jack Armstrong**, care of KWTO, right away. Let's have lots of support for some of the Cardinal players, because the winner, the Wheaties champion, will have his portrait hung in baseball's Hall of Fame. Send them by postcard, or however you wish, but send them in!

EXECUTIVE CHANGES

All good wishes to **Bill Ring**, a grand guy who got a grand break. We can't tell you about his new job until next month, but we can say that it involves a nice increase in income, and that his morning show will continue as is.

And all good wishes to **Lou Black**, whose new title is Production and Program Director, and to **Joe Slattery**, whose post as Chief Announcer is augmented by that of Assistant Program Director. **Alma Gene Cain** will continue as secretary in that department and in charge of traffic—teletype communications with ABC.

★ JEAN WICKERSHAM, CHUCK BOWERS WED

A romance that began last fall when they met at a party led Jean Wickersham, 23, and Chuck Bowers, 27, to the altar at 2 p. m. Sept. 10. They were married by Faust "Matt" Matthews in the home of his parents, Mr. and Mrs. A. Z. Matthews. The bride is the daughter of John Wickersham of Springfield.

Jean wore a gray faille suit with a jacket pleated deftly at the hipline, a pale green halo felt hat sprinkled with gold sequins and trimmed in brown veiling, and brown suede shoes with gold sequin buckles. Her old-fashioned bouquet was of white carnations and satin streamers, and she wore white gardenias at the reception later at the home of her sister and brother-in-law, Mr. and Mrs. Kenneth Shaw, 1715 Cairo.

Jean's maid-of-honor, a fellow employe at an auto supply company, Myrtle Carter, also wore gray, black accessories and a corsage of carnations. Even the groom and his best man, Roy Lanham, wore gray suits, Chuck's of gabardine, Roy's flannel.

Carnations and orange blossoms decorated the living room and dining room of the Shaw home, centering the lace-covered dining table and wreathing a three-tiered wedding cake with a miniature bride and groom on top. There were orange blossoms wreathed around the punch bowl.

Jean and Chuck headed for New Orleans on their honeymoon, but a paralysis of the right side of his face, apparently caused by an infection, was even more acute by the time they reached Little Rock, so they returned to Springfield. Chuck was only recently able to sing his programs without an ingenious "lift" for his face, a contrivance he made with the top of a coat hanger, a spring and a small hook, without which he was unable to form words clearly until the nerves and muscles of his mouth and cheek were restored.

The newlyweds have taken a three-room furnished apartment at the corner of Elm and National, dressing it up with their



many wedding presents—a maroon satin, down-filled comfort and percale sheets and pillow cases from KWTO-ers, a set of 1870 Rogers Bros. silver from Jean's sister, bath sets, luncheon sets, aluminum ware, china, lamps, glasses. Prized possessions are a lace table cloth from an Arkansas friend, Lena Waters, and a handsome chenille bedspread from members of the Chuck Bowers fan club. They are proud of their large, modern kitchen, of the green and maroon drapes Jean has hung in the living room of their apartment, and the cream-colored Chrysler convertible in which they're traveling these days.

Marie Stauffer, President of the Fan Club, writes that their wedding picture will be in the October Jayhawk Songster, club publication.

THE SPOTLIGHT

A BIOGRAPHICAL SKETCH OF
WEATHERMAN C. C. WILLIFORD

It was as inevitable as old age and night-fall that the infant Charles Claiborn Williford, born 59 years ago in Jonesboro, Ill., should develop into a "character"—which our fabulous, forensic weatherman undoubtedly is. From babyhood the stamp of individualism was on him, setting him sharply apart from other youngsters.

An old superstition held that a posthumous child, one born after the death of his father, had remarkable powers to cure other children of such ailments as whooping cough. Consequently young C. C., whose printer-father passed away a few days before his birth, enjoyed a macabre popularity in the neighborhood. Parents of sick youngsters were always dropping by to ask his mother: "Could Charlie come blow his breath in Junior's face?"

Although he and his mother lived with her father, a cabinet maker, C. C. loved visits with his paternal grandfather, especially on funeral afternoons. "Claib" Williford was an old school undertaker, and it was his grandson's special delight to ride beside him on the cab of the big black hearse, somberly bedecked with plumes and drawn by two fine black horses. He quotes, of this childhood pastime, a variation on the old limerick:

**There was a young fellow named Clyde
Who was at a funeral spied.**

**When asked who was dead,
He smilingly said:**

"I don't know—I just come for the ride!"

An interest in things progressive and scientific, and a marked ingenuity at fending for himself, were developed in C. C. when he was taken to the World's Fair at St. Louis in 1904. He rode in a horseless carriage, and marveled at the workings of a little box called a telephone. He got so absorbed in the strange sights along the Midway that he forgot to meet his mother at the appointed time, squandered his last nickel in an iron hen that laid metal eggs filled with jelly beans, and had no carfare back to the rooming house where he and his mother were staying. With characteristic self-confidence he took his bearings, followed the street car tracks back to the city on foot, and arrived at their lodgings at ten that night, amazed that his mother was frantic and the police were on the prowl.

As Perry Smith recently began a delightful feature article on Williford in the Springfield News and Leader: "The man might have been an advertising writer . . . or a

politician . . . a salesman . . . perhaps even a millionaire."

It was evident that he didn't care much about money: His first earnings, \$6 for strawberry picking, were promptly squandered on a Panama hat. It was also evident that he had scientific aptitudes. A grade of 98 in high school physics earned him the right to exhibit two experiments at the Southern Illinois State Fair—an electrical display, and a little man who moved solemnly up and down in a jar of liquid. They won first prize. Another prize came a few years later at a Cairo business college, which he attended at the insistence of his scholarly Grandfather Powell. For writing good advertising copy, he won a mattress, and a job as a bookkeeper in a wholesale house.

"I couldn't stay away from the Cairo weather office," he recalls. "William E. Barron was the weatherman, and I met him through the Methodist church, where I went to Sunday School. I finally turned down a partnership offer from a fellow who later made a million dollars in the soft drink business, took a civil service exam, and got a job as a weather bureau assistant in 1921."

For a fellow as naturally Ozarkian as pot likker, C. C. was a long time getting here. He held U. S. Weather Bureau posts in Tennessee, North Carolina, Alabama and Indiana before he got his "love-at-first-sight" assignment to Springfield, as Official in Charge, in 1932.

"Funny thing," muses the man of many adjectives. "I'd never been to these verdant hills before, but it was like coming home."

The management of KWTO, which initiated the first remote control broadcasts from any Weather Bureau in the nation, introduced this remarkable personality to hundreds of thousands of unseen admirers. Because life in rural areas is so closely linked with the vagaries of weather, folks tuned him in for facts—and stayed tuned to enjoy his fancies. They liked his ornamented, Victorian style of speaking, his sense of humor, his comments on crops and the cosmos, angling and art, his quotations, his crazy-quilt collection of miscellaneous information. Many have come to consider him sage and scientist as well as weatherman. His popularity as a speaker at commencements, banquets and special celebrations throughout the Ozarks is unrivaled.

C. C. gets advice, praise and scoldings
(Continued on page TWELVE)

OFF THE CUFF

... STUDIO GOSSIP

The fishing junket by plane that **Ralph Foster** took last month, in company with **B. Earle Puckett** of New York and several Springfield fishing cronies, got a lot of publicity, over the air and in the Springfield paper. They flew in Puckett's plane to Flippin, Ark., spending three days hauling them in on the Lower White. On the fourth day they were in Conorra, Canada, fishing big lakes near there, by hydroplane, in country it used to take 40 days to reach by portage . . . **C. C. Williford** commented on their tales of fabulous fishermen's luck, on their return, with another version of a saying that appears in **May McCord's** current column. "They tell some big stories," he said with a grin in his voice, "but you know the saying—a wanderin' cow has the longest horns."

* * *

Slim Wilson was life of the party when a group of KWTO-ers drove to Nashville early this month to audition for a flour account. **Bob White**, **Zed**, **Dale Parker** and **Joe Slattery** were also in the crew, chaperoned by **Si Siman** of Radiozark. They visited studios where Columbia and Decca records are made, went through the WSM studios with the Jordanaires who now sing there, and saw two Eddie Arnold broadcasts. (Eddie's recording of Dale's "Little Angel With the Dirty Face" is soon to be released) . . . Slim begged all the way down to be allowed to stay in a tourist court because "I don't feel safe off the ground floor away from home." Si explained that there weren't any courts in downtown Nashville, so they spent two hours finding a hotel where Slim could get a room on the second floor. "I ain't," he said firmly, "goin' no higher." Poor Slim was also blamed for the flat tire they had—discovered five minutes after slight Si and super-tall Slim traded seats, with Slim taking the seat above the left rear wheel that failed. . . . To add to the busman's holiday atmosphere of the junket, they not only visited radio stations, but took in a hillbilly movie about the Hatfields and the Coys.

OLD FRIEND RETURNS

Jim Simmons (right), 4 p. m. Creamo newscaster (sponsored by Springfield Grocer Co.), was with the KWTO management for 8 years before joining the Navy. Jim is Eldon-born, was raised in Kansas City, has a beautiful, black-haired wife.

CARTER FAMILY

... TO JOIN STAFF

KWTO will give an open-arms welcome, on Oct. 17, to one of radio's most famous hillbilly family acts, the harmonizin' Carters. Joining us on that date will be **Maybelle** (Mrs. E. J.) Carter and her pretty daughters — **June**, 19, who sings, plays electric guitar, and is the witty mistress of ceremonies; **Helen**, accordionist, the oldest; **Anita**, 16, who plays bass fiddle and has a voice that will lift your heart.

Their introduction to Ozarks radio also marks the return of an old KWTO favorite and an outstanding guitarist, **Chet Adkins**, a Victor recording artist who has been with the Carters for several years. And you'll be meeting also, in the pages of *The Dial*, "Pop" Carter, business manager of the act which comes to us from WNOX, Knoxville. He is one of the original Carter Family, a sensation in radio in the early 20's, and has not only carried on the name but also arranged the three Victor recording contracts held by the team. Under one of them, June made the hit transcription of "Baby, It's Cold Outside" with **Homer** and **Jethro**, who recently joined **Spike Jones**.

Until this sparkling instrumental and vocal addition to our staff arrives, you'll be hearing the Carters occasionally, by transcription, at 12 noon over KWTO. On the 17th they will take over commitments for **Biederman's** at 7 a. m., **MFA Mutual Insurance Co.** at 12 noon and **Red Star Flour** at 3:45 to 4. Be sure to listen for them, watch for pictures in the November *Dial*.



HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Dear Friends:

**"I saw October dancing 'round a bonfire,
And heard her rippling laughter in the air,
And watched her pluck the faded leaves of
summer**

And make a gay tiara for her hair."

I don't suppose there was ever such a country for beauty in October as the Ozark country, the land that is "nobody knows how old." Our Flaming Fall Revue attracts the whole nation, and I remember in 1940 a question came over the Associated Press wire to us here: "Have the leaves turned red and gold yet in the Ozarks?"

The other day I was thinking of one of the old weather superstitions accepted when I was a child. They used to say that the last Friday and Saturday of each month rules the weather of the next month following. If they are more cloudy than sunny, so will the following month be, and vice versa. Try to watch it just once, and see if it will turn out that way.

This week I walked in a friend's beautiful flower garden in a sort of cold drizzle. It began to look so forsaken . . . old dead leaves, old weeds, stubs of lilies. And the thought came to me that it takes faith to visualize what that garden will be again next spring—and yet, it will bloom again, fragrant and lovely. I used to have one of the most beautiful flower gardens in this city, sixty varieties of flowers every summer. Then it got to be so much work and my "profession," might I say, began to take me over the country, and I simply had no time to dig and weed night and day.

But I always need a flower garden in my life. We all do. A garden is a place where we learn strength—the strength of bulbs against a hard and bitter winter. Where we learn faith — the faith of a crocus in the spring. Where we learn persistence—the persistence of a weed. And healing—the healing of rains. And infinity—the infinity of a seed.

No indeed, I have never forgotten the peas I told you about . . . the little dried, petrified handful of peas they found in the tomb of King Tut when they unearthed it four thousand years old. And they took them to a government experiment agricultural station in the east and soaked them for 48 hours, planted them, and they grew as if nothing had happened! That's one to scratch your head about for the rest of your life. And now I understand they have harvested four bushels of peas from that strange

and unbelievable start, and they have planted them in the jungles because they are a kind that will grow in the jungles. It seems we had been hunting that kind for centuries!

One time a little old lady wrote me a letter. She was going to live with her son and his wife. Her only daughter had died and she had no place else to go. She said to me: "Grace will have a room for me because I can work in her flower garden. She doesn't need me in the cooking because they have a cook. She just won't let me help with the baby because I can't fix its bottle and its vitamins. She won't let me rock it because she says it will make it nervous. (She doesn't know that nothin' soothes the nerves of a baby like a little gentle rockin'.) But Grace said she didn't have much time to see to her flowers, and she does love to have 'em watered at night and dug around with a little narrow hoe. So I told her I'd come in mighty handy, a-workin' in the garden."

And so, a garden meant, to this little old unwanted lady, faith and a way of life. I am writing about gardens because the world is cold and bleak right now. Maybe by the time you read this it will be warm and pleasant again. I walked in the flower garden this week and I got faith. The greatest thing in this world is faith!

I was thinking the other day of the old time sayings we used to have in our pioneer days, and how very peculiar they were, having the distinct earmarks of antiquity. When young folks would start away in high spirits, the parents would say, "Now behave yer-selves. Remember that young cattle grow mighty long horns away from home!" And do you remember the old saying "salting the cow to get the calf?" That meant a young chap being mighty good to his sweetheart's mother to make a good impression as a prospective husband for her gal. An old expression used about someone who was bragging of his prowess or strength: "O, I've milked many a heifer in a gourd that was wilder than you."

We had an old lady who was with us so much when I was a child. And believe me, she made us children stand around. I was a very "feisty" kid as they used to say, climbing trees, playing and scuffling with the boys as well as the girls, and she used to jerk me in the house right now and say, "You, — you! Out there a-cuttin' a dido!" And that comes from the fabled

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REUEL HAYMES' FLASHES IN THE PANORAMA

1. The clowning Tennis family and Reuel thought it would be fun to dramatize the well-known "paycheck grab." While Larry, 12, and Jimmy, 11, dolefully contemplate the fact that it's a woman's world after all, glamorous Marge snatches his check from Zed, who scarcely gets time to endorse it.

2. KWTO microphones went begging when the famous Sons of the Pioneers stopped off here for lunch. Left to right, back row: Tommy Doss (who took Bob Nolan's place with the quartet), Slim Wilson, Bob White, Zed, Hugh Farr, Joe Slattery. Second row: Selby Coffeen, Lou Black, Lloyd Perryman and "Shug" Fisher, former KWTO-er. The "Pioneers" recordings are heard occasionally on Lou's 3:15 record show.

3. Mrs. Danny Grogan, heroine of Linda's First Love sponsored by Kroger Stores over KWTO at 1 p. m., will be looking a lot less solemn soon—when she hears about Kroger's greater-than-ever fall promotion. Pay special attention to the program about Oct. 10 for details.

4. That's a lion (not a wolf) gazing in the direction of the gorgeous Linda. This beautifully detailed carving from a solid block of walnut is the work of Peter Rossi, was recently acquired by Ralph Foster for his new country place, Lake of the Woods. And while you're admiring it, take a look at the elegant draperies in his newly redecorated office.



THE SPOTLIGHT

(CONT. FROM
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from his listeners, and his heavy mail comes from as far away as Iowa, Nebraska and Tennessee. The manager of a Tulsa radio station complained that Oklahomans were slighting local broadcasts to get Williford's weather. A Joplin station finally met the competition for listeners by putting him on the air by remote control. He is heard over KWTO at 8:25 a. m., sponsored by Heer's, and at 4:30 p. m., sponsored by Zale's Jewelry Co.

Listeners tell him they know a storm's coming, because the sow is carrying leaves to make a bed . . . They know rain's on the way, because a crane just went up the holler . . . The persimmon seeds are fork-shaped, the smoke's going down the chimney and the dew fell in the morning instead of at night. He collects and reports on these folklore weather signs, but ignores them in forecasting favor of the most modern meteorological equipment.

"Sometimes even that fails me," he says, "but as I've mentioned before, Ozarks topography makes this country the thunderstorm trigger grounds of the midwest. This is 'freak weather' country, and that's another reason why I like it."

Williford's dual roles as sky-watcher and speech-maker sometimes conflict, but lately his luck has held. He promised Humansville fair weather for the outdoor crowning of the Reunion Queen, and then went down to crown her himself, before a crowd of 3000. He was a speaker at a recent Mount Vernon celebration, as well as the man who said the rain would stay away from it—and the rain did.

On other occasions he hasn't been so fortunate. The salubrious Easter Sunday he predicted in 1945 turned out so stormy that one radio listener accused him of taking a bribe from merchants who wanted to sell Easter finery, and another sent him a bill for his new hat, rain-ruined.

Williford, as all his listeners know, is an avid live-bait fisherman. "Perhaps because," he once suggested over the air, "I like to eat fish as well as catch them and doctors say that fish are excellent brain food."

A listener wrote him sharply: "Why don't you eat a whale?"

His delight in exploring Ozark streams has included a healthy understanding of their treachery since the winter several years ago when he took an icy dunking in the Ha-Ha-Tonka arm of Lake of the Ozarks. Williford was perched in one end of the

boat atop a 20-gallon milk can of minnows which he and Police Lt. Thomas had brought with them. Thomas lifted the anchor, the boat tilted, and C. C. hit the water wearing two overcoats, hip boots and a heavy felt hat pulled down on his head. The February water was so cold that he didn't try to breathe as he shot to the bottom, but something, probably the air pocket in the top of his hat, brought him up again, one arm out, and Thomas pulled him into the boat. His clothes were frozen stiff by the time they got to shore, "and that's nothing," he adds, "to what had happened to my nerves."

An escape neither so narrow nor so chilling took place last last summer near Bill Rogers' camp just below Kimberling Bridge on White River. C. C. reached for a snag with an oar, his chair tilted, and his companion, Ike Murray, pulled him out of fairly shallow water while a dozen anglers laughed uproariously.

It's unfortunate that the people of Iran, Russia, China and South America who may have heard Williford's transcribed "Voice of America" broadcast Sept. 14th couldn't get a glimpse of this all-Ozarks ambassador. He is a round-faced, round figure of a man who affects a defiant carelessness in dress. The knees and elbows of the gray suits he likes are usually a little knobby. His collar is often unbuttoned beneath a casually knotted tie, and he sometimes forgets to roll down his sleeves when he puts on his coat. The Williford pockets bulge with the day's mail, which occasionally includes a proposal of marriage, and the Williford eyes, which are almost black, glisten as he tells you about it. His appearance and manner suggest that of an easy-going science professor, too enchanted with the variety and wonder of life to bother dressing up for it.

The "Voice of America" broadcast, beamed in English to many nations in four continents, was a radio tour of the United States—visits to a fair, a song festival, a sports event. Williford shared such distinguished company as Ted Husing and the editor of the Christian Science Monitor, and was introduced to foreign fans with these words:

"People of Missouri are famous for many things, one of them being the saying: 'I'm from Missouri—you have to show me. It might seem that the man who has the hardest time doing that in Missouri would be the weatherman . . . so Cross Country goes to

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CROSSWORD PUZZLE

By Joe Slattery

ACROSS

1. and 3. Pictured KWTO personality.
7. His favorite type of song.
11. Answer.
13. Cereal grain.
15. Huge Australian bird.
16. Head of city government.
17. Russian ruler.
19. Each (ab.).
20. Western state.
21. Elevated row or layer.
23. Spanish for "yes."
24. To spoil or wreck.
27. Not wild.
29. Right (ab.).
30. Seventh note of scale.
31. Primary number (plural).
33. Unruffled.
35. Missouri (ab.).
36. Two-piece garment.
39. Imaginary, unlikely.
43. Russian for "yes."
45. Drama.
47. Fairy-like.
48. Poem of praise.
50. Lion; fifth sign of zodiac.
51. String instrument.
52. To droop, recline lazily.
53. Fortunate.
54. Street (ab.).

DOWN

1. Sponsor of Everett Mitchell at 4:35 Mon., Wed. and Fri.
2. King in Shakespearean tragedy.
3. Phrase used to advertise a product.
4. Beginner, novice.
5. Particle expressing negation; a form of "no."
6. Compass direction.
8. Old English and Quaker form of "you."
9. Madame (ab.).
10. Delicate shade of difference.
12. Ecclesiastical term for a table, once used in England, to determine proper religious service for the day.
14. Adjective describing language and people of Thailand.
18. Repose.
22. Lariat.
25. Vase; container.
26. Separate articles, listed.
28. 1/1000 of an inch (used in measuring diameter of wires).
31. Product advertised on Ma Perkins program at 1:15 p. m.
32. Liquid food, usually served as first course.



33. Last name of Boston's mayor; also, a common nickname.
34. Milk product, ideal for whipping, advertised on KWTO.
37. Sick.
38. Chinese coin.
40. This connects your head and shoulders.
41. Can't imagine how this got in because it doesn't mean anything. But if Elves Fry Lemons, this is an abbreviation.
42. Feels bad.
44. Fuss and bustle.
46. Second person pronoun.
49. Elevated (ab.).

WHO ARE THEY?

. . . NAME THE STARS

Set your thinking cap on backwards and see if you can figure out the KWTO personalities that pair up perfectly with the following clues:

1. His initials are H. H. and he's been in radio almost as long as radio has been in the Ozarks, although you'd never believe he was such a veteran because of his youthful appearance. Who is he?

2. Fairly recent Dial subscribers will have a difficult time guessing the identity of this chap, one of KWTO's outstanding instrumentalists, father of three. His first name is Loren, but we'll bet a guitar, a banjo and a dog-eared piece of sheet music that you've never heard it used on the air. Who is he?

Answers to last month's teasers: The handsome newcomer who used to play guitar for Gene Austin is Whippoorwill Roy Lanham. And the young man with a strain of Indian in his ancestry Chuck Bowers.

FARMING AT 560C. C. KELLER OFFERS A
LESSON IN ECONOMICS

History shows that after every war there has been a recession. There are those people in this country who say we are smart enough this time to prevent it. We are smart enough to do a lot of things we do not do, and not to do a lot of things that we do do. There are three groups in America that hold the key to the greatness of the nation: agriculture, industry and labor. If they would sit down together, as we often say, and solve their problems of conflict around the table of peace, it would be fairly easy to predict what the future might bring, economically, to our cities and our nation.

For each dollar's worth of farm products produced on the farm we have eight dollars in trade in the city. That tells, in another way, the old story of what we used to say about the man who found a dollar and paid a dollar he owed in town and that man paid others, until it made the rounds of the butcher, the grocery store, the clothing store, the bank, etc., and then the first owner claimed the dollar, but all had been paid and everyone was satisfied.

No nation has ever been able to have prosperity for two of these groups that I mentioned, and leave the other one out. Today labor and industry, much more than agriculture, are trying to operate on the basis that they can be prosperous and leave agriculture out.

The things the farmer has to buy are holding up in price much better than the things he has to sell. Labor and industry are just kidding themselves along if they think they can have prosperity and continue this policy of price rises for what the farmer has to buy, and beat down the price of what he has to sell. There is no question but what there is too much spread between what the farmer receives for what he has to sell and what the consumer pays for it. Then there are a great number of consumers who blame the farmer for these high prices, but in reality some of those same complaining people are in the group that are demanding higher and higher wages for what they do. I saw some figures the other day where they were demanding as much as 36c a dozen more for eggs than what the farmer received, and in about the same proportion for dairy products more than what the farmer receives.

It's rather ridiculous, some of the prices we see individual handlers asking for—say a pound of butter or a dozen eggs over what they pay. There is no loss to speak of to the man who retails butter or eggs,

but you just compare the price the wholesaler gets and the price he gets and you wonder where the difference is.

I am trying to say that the farmer must have a legitimate price for what he sells. In other words, he must have a reasonable cost of production plus a reasonable profit. The laboring man has to have a reasonable wage to have a good standard of living and industry must make a profit on its money or the investor will not invest. If the three groups of people were smart enough to sit down together around the table and work out a fair situation to each group, the country would have a chance to prevent serious recession. If each keeps his way, our best economists say the worst is bound to come. Agriculture and civilization go together.

FROM THE FILES

. . . A DIAL REVIEW

7 Years Ago This Month

George "Shug" Fisher added to the KWTO talent staff from WLW in Cincinnati. Now in Hollywood, Cal.

6 Years Ago This Month

Milton Dickey from WDZ in Tuscola, Ill., joins staff of announcers. (Milt is now with KCMO in Kansas City).

5 Years Ago This Month

Dial features picture of Lou Black and his Palamino pal, "Chief" . . . KWTO microphones meet Dewey's special train, and a "scoop" is scored when GOP leader speaks.

4 Years Ago This Month

Dial prints story of banjo artist Dale Parker . . . Marvin Tong in the Army, writing a column for a newspaper published at Walker Army Air Base, Victoria, Kan.

3 Years Ago This Month

Zed Tennis of Nixa, newly added to KWTO staff, featured in the spotlight . . . Junior Haworth and Bob White spending spare time at airport.

2 Years Ago This Month

KWTO assists in promotion of Springfield's first annual Soapbox Derby . . . Picture and story of May Kennedy McCord in the Spotlight.

1 Year Ago This Month

Dial prints Edith Hansen's recipe for Soft Molasses Cookies . . . George Earle's house is "Come Right In" feature.

SCHEDULE FOR OCTOBER

WHAT'S GOING
ON AT KYTO?



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.—Breakfast Frolic
 6:15 a. m.—Don Sullivan
 6:15 a. m.—R. F. D. Roundup (S)
 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.—Saddle Rockin' Rhythm
 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.—Rev. W. E. Dowell (S)
 9:00 a. m.—Pleasure Parade
 9:00 a. m.—Breakfast at Kellers (S)
 9:15 a. m.—What's New
 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.—Meet Your Neighbor (S)
 10:15 a. m.—Kitchen Talks
 10:30 a. m.—Guide to Happier Living
 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 (S)
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:30 a. m.—Ark. Conservation Comm. (S)
 11:45 a. m.—Farm Forum (S)
 12:00 noon—The Carter Family
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Linda's First Love
 1:00 p. m.—Football Game (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Bride and Groom—ABC
 1:30 p. m.—Football Game (S)
 2:00 p. m.—Judy and Jane
 2:00 p. m.—Football Game (S)

2:15 p. m.—Chuck Bowers
 2:30 p. m.—Ladies Be Seated—ABC
 2:55 p. m.—Ted Malone
 3:00 p. m.—Galen Drake
 3:15 p. m.—Black's Wax Works
 3:30 p. m.—Shorty and Sue
 3:30 p. m.—After the Game—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.—Rev. W. E. Dowell
 4:45 p. m.—Ozark Newsettes (S)
 5:00 p. m.—Sammy Kaye (M-W-F)
 5:00 p. m.—Guest Star (T-Th-S)
 5:15 p. m.—Ozark Newsettes
 5:15 p. m.—Eddie Duchin (S)
 5:30 p. m.—J. Armstrong—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 Science 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.—Let's Listen to Music—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 Southernares—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.—Service Period
 2:30 p. m.—Southern Baptist Hour—ABC
 3:00 p. m.—Cavalcade of Music
 3:30 p. m.—Voices That Live
 4:00 p. m.—Family Closeup
 4:30 p. m.—Greatest Story—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Buzz Adam's Playroom—ABC
 6:00 p. m.—Think Fast—ABC
 6:30 p. m.—Sunday With You—ABC

7:00 p. m.—Stop the Music—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Chance of a Lifetime—ABC
 9:00 p. m.—Lutheran Hour—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.—Kate Smith Calls—ABC
 9:00 p. m.—Keynotes by Carle
 9:15 p. m.—Kate Smith Calls—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 the Yukon—ABC
 7:30 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Blue Barron's Orch.
 9:00 p. m.—Rex Maupin—ABC
 9:30 p. m.—As We See It—ABC
 9:45 p. m.—It's Your Business—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Amazing Mr. Malone—ABC
 7:30 p. m.—Sherlock Holmes—ABC
 8:00 p. m.—Boris Karloff—ABC
 8:30 p. m.—The Croupier—ABC
 9:00 p. m.—Salon Serenade

9:30 p. m.—On Trial—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 the Yukon—ABC
 7:30 p. m.—Spotlight on Industry
 7:45 p. m.—Sully's Spotlight
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Pipes of Melody
 9:10 p. m.—Robert Montgomery—ABC
 9:25 p. m.—Personality Portraits—ABC
 9:30 p. m.—We Care—ABC
 9:45 p. m.—Harmonaires—ABC
 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.—Ozzie and Harriet—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Gillette Fights—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 the Yukon—ABC
 7:30 p. m.—Heinie and His Band—ABC
 8:00 p. m.—Treasury Band Show—ABC
 8:30 p. m.—Little Crossroads Store
 9:00 p. m.—National Barn Dance—ABC
 9:30 p. m.—Hayloft Frolic
 9:45 p. m.—Shamrock Hotel Orch.—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestra—ABC

YOUR STARLORE

... BY OPAL PORTER

Literally thousands of artists celebrate their birthdays between September 24 and October 23, for Libra is the artists' sign. It includes all of the Fine Arts, not just folks who dabble in paints and water colors.

For proof, I offer you (with Dixie's and Marge's permission), Dale Parker and Zed Tennis, two of KWTO's artists.

Dale was born in the first and Zed in the third decan of Libra. (A decan, or decanate, is 10 degrees.) Both are composers, musicians, and singers, and if the truth were known, they probably play around with palette and brush when nobody's looking.

But Libra isn't limited to artists, any more than all artists are Librans. We have many greats who were born in the Sign of the

Scales, whose occupations are as different as war and peace.

This is the marriage sign. Show me, please, a bachelor or bachelor-girl who has "slithered" past the usual marriage age, who belongs to this birthday group. Personally, I know none! Venus, their planet, makes them a natural for double harness.

Saturn still occupies your house of hospitals and will for some time. The square between Neptune and Uranus is dynamic. Seven years of inspirational work is before you. Make them the most productive of your life . . . and happy birthday!

HAPPY BIRTHDAY TO:

Edna Boyle.....October 5
 Zed Tennis.....October 15
 Sue Thompson.....October 21
 Jean Scherner.....October 23
 Lee Stone.....October 30

DEAR DIAL: QUESTIONS ABOUT KWTO FROM OUR DIAL READERS

Q. Where are Jim and Bob Raines? (H. C. B., Reed's Spring.)

A. Both are in Fairmont, W. Va., their old home. Bob has retired, but his son, Jim, is still on the radio there. It's our guess, though, that Bob still takes down that five-string banjo now and then.

Q. How old is Junior Haworth? Does he live in Springfield? (J. A. S., Nixa.)

A. Junior was born May 16, 1922, so he's 27 years old. Yes, Junior, Wanna Fay and their two children have an apartment in Springfield.

Q. Where is Lee George? (J. H., Flippin, Ark.)

A. Lee has a fine job as sports director of station KFEQ, St. Joseph, Mo.

Q. Where does Edith Hansen live? (Mrs. R. D., Rogersville.)

A. Mrs. Hansen, a busy housewife and mother whose fame as a cook and homemaker has spread throughout the middle west, lives on a farm near Shenandoah, Iowa. She transcribes her programs for the Perfex Co., and they are heard on some 30 stations, including KWTO at 10:15 a. m.

Q. Could we have pictures of the Rev. Fred Eastham and the Rev. Dowell? (Mrs. J. W. Versailles.)

A. The first of your requests will be filled next month, the second as soon as possible.

Q. Could we see pictures of all the families that play in the Judy and Jane story? (Mrs. M. W. Decaturville, Mo.)

A. The agency handling this program for Folger's was able to send us the picture of Jane North, which appeared in *The Dial* in August, but tells us it may be some months before we can get more pictures of these personalities. There have been many, many requests, so we'll keep trying.

Q. Is there any chance of the KWTO gang coming to Neosho before long? Where is Goo-Goo Rutledge? (Mrs. Leonard Hopper, Neosho.)

A. Lou Black tells me there are no personals scheduled for Neosho right now, but as you probably know, any group or organization can sponsor a program put on by KWTO-ers. Units headed by Slim Wilson, Shorty Thompson, Chuck Bowers, George and Buster, George Earle and others are available, as well as the Goodwill Family. Goo-Goo makes an occasional personal appearance for KWTO, and is working here in Springfield as an insulation salesman.

Q. How long has George Rhodes' boy been in a wheel chair? Is Junior Haworth's father living? (Friend, Green Forest, Ark.)

A. Billy Rhodes, who suffers from a progressive muscular dystrophy (immobilization), has been in a wheel chair since a year ago last March. He is now going to McDaniel School, however, and enjoys his twice-a-day bus ride. Yes, Junior's father is living.

Q. Are the Vince Harding and Fred Raines I heard on an MBS show from Nashville the same ones who used to be on KWTO? (P. G. R., Harrison, Ark.)

A. Yes, they appeared on a summer replacement program called "Ted Drake, Circus Detective, Guardian of the Big Top," with Vince as Ted and Fred as his clown co-hort. Both boys arrived back at KWTO for a visit the very day your query arrived. They're also heard on a soap opera, "Second Spring," broadcast over a number of stations including WHB in Kansas City and a station in Fayetteville.

★ ON THE WILSON FARM

Many readers write us that news of what happens at the Slim Wilsons' is so much like their own farm experiences, so we'll continue to keep them posted.

The middle of the month, Slim was tottering around the office under a load of boxes and tripods, his long legs tangling in the equipment. No, he hadn't taken up photography; he was surveying his land so he could plow on the contour, "to make the water walk, not run, to the nearest exit."

"Don't much know why it works like it does," he explained. "All I know is I set up one tripod on level, high ground, look through the gadget on top of it, and my brother-in-law, Glen Hancock, brings a measuring stick on another tripod in line with my sights. He drives a stake there, we move on down the field and repeat. The plowing comes out wriggly as a snake, but that's the way it's supposed to be."

That same day, he and Glen had cut the last of their alfalfa hay, and were making plans to sow barley and rye.

"We're having calves one after another," he said, "but the most promising came on the 12th. Its granddam has a record of 525 lbs. of butterfat and 11,000 lbs. of milk. Its sire's dam, one of the J. C. Penney herd, was the only cow of her breed to make 1000 lbs. of butterfat three times in a row." The sire is in Slim's own Guernsey herd.

LOOKIN' AT YOU

... BY SULLY

Vacations are over for members of the KWTO News Department. We can now get back to regular schedules and the customary routine after 10 weeks of shifting working hours to take up the slack of vacations. Newsman Leonard Rader was the last member of the staff to take a vacation. At the last minute he revised his plans and went to Philadelphia, New York and Brooklyn, instead of Old Mexico. Despite the revised plans, Leonard had an excellent trip and enjoyed every moment of it.

There is a new boss in the home of the Marvin Tongs. Her name is Elizabeth Ann—a pretty name for an exceptionally pretty baby. It was something of a shock to Marvin when he awakened to the realization that he was no longer the pampered darling of his own household. Elizabeth Ann's father was over-generous with the cigars, however. KWTO reeked with their ripe, ropey fumes for three days.

Paul Boyd, the six-year-old son of Mr. and Mrs. Paul Glynn, is experiencing the thrill of a lifetime. This is his first year in school at Greenwood.

Speaking of the Fall season reminds us that it is time to gather hickory nuts and walnuts, if you are lucky enough to find a grove of such trees that have not yet been slaughtered by the woodcutters. The Never-Silent-Partner and I found a fine grove of scaly-bark hickory trees and harvested enough nuts to last through the winter months. Strange as it may seem, I experienced no trouble with the wild squirrels in the woods. Not one offered to attack me, but I made a serious mistake when I returned to the cramped quarters of a city apartment. Without thinking, I left a few of the hickory nuts lying on the sill of the kitchen window, with the result that a pair of city-bred squirrels tore a hole in the screen and raided the kitchen.

With the coming of Autumn and the opening of school, there will be a marked increase in community activity throughout the Ozarks Region, served by Station KWTO. So please remember that the Ozarks Newsettes program was established to take care of all items of community interest. Mail such announcements to the KWTO News Department. Newsettes are now sponsored by Beltone Hearing Service Mon., Wed and Fri.

HILLBILLY HEARTBEATS

(Continued from page EIGHT)

Queen Dido of Carthage, who was wild and unruly, history tells us. Just think of our old speech down in the hills! Our ancient sayings are a heritage of wisdom from our Anglo-Saxon forebearers.

These things are not to be found in books or libraries, but are a rich source of material and a parent-stock which has never been satisfactorily studied, and remains today elusive, fascinating and still incompletely collected. They simply must be collected into folk literature and collected with discretion and wisdom. They should not be garbled, because they have a basic structure.

Well, as I am always saying—it's a great old world. And it's a good world. It's just a lot of the people that are wrong. There are three billion people, and I am only a three-billionth part of this world. I am "mighty little pertaters, and a few in the hill," as Aunt Mandy used to say. I rattle around like a mustard seed in the Liberty Bell. Yet I always feel as if I could grasp the hand of every good person in this old world and say "God speed you," regardless of whether he spoke my language or bore my color. All men are my brothers and I honor good people wherever I find them—even outside of the Ozarks!

So—goodbye and keep sweet. I'll see you next month the Lord willin' and the creek don't rise!

With much love—

MAY

THE SPOTLIGHT

(Continued from page TWELVE)

station KWTO, Springfield, Mo., to present C. C. Williford."

And present him it did—his deep, dusty voice with the meandering inflections telling far-away people about the Ozarkian land of "milk and honey."

Williford calls himself a "bachelor by accident," but has squired attractive Dorothy Hall of Springfield for a number of years. He'll be eligible for retirement in 20 months, but hasn't made up his mind whether to run for Congress, take a radio job, or go on squinting at the skies for a few more years, when the times comes. Our guess is that he'll find it difficult to give up his cozy quarters at the airport, and the work that he once poetically described to a dinner party guest, who snoopily demanded to know who he was and where he lived.

"My home is heaven, Madame," he said solemnly. "I'm just here on a visit."

FALL SCHEDULE(CONT. FROM
PAGE THREE)

interviews with farmers in the KWTO area who use Lipscomb's products. Loyd Evans, who conducts the program, will welcome cards and letters from farmers who would like to have him come to their homes, with a recorder, for a discussion of their problems and methods.

U. S. Army Recruiting Service is sponsoring the outstanding football game of the week over KWTO at 1 p. m. Meek's "Man on the Street" will be heard right after each game that starts earlier.

An old Saturday night friend, Hayloft Frolic, is back again under the aegis of Warp Brothers, makers of Flex-O-Glas and similar useful products. Warp Bros. has returned to KWTO at this time, 9:30 to 9:45 p. m., for a number of years. This program, offering the "pickin' and singin'" of Shorty and Sue Thompson, Zed Tennis, Doc Martin and Bob White, rounds out Saturday night's hillbilly block: Ozarkanna Corners sponsored by Central Feed Co. at 8:30, National Barn Dance from 9 to 9:30.

Network at Night

Big-name newcomers to KWTO's after-sundown log are Ozzie and Harriet, whose folksy, family-style comedy has enjoyed constant sponsorship on other networks for several years. Orchestra leader Ozzie Nelson, his wife, the former Harriet Hilliard, singer, and their two youngsters, David, 12, and Rickey, 9, have been bought on ABC by H. J. Heinz, the 57 Varieties company.

This show, to be heard at 8 p. m. starting Oct. 14, strengthens an already powerful Friday night on ABC-KWTO, with these superb programs still in the line-up: General Mills' Lone Ranger, heard at 6:30 p. m. on Monday and Wednesday as well as Friday . . . The Fat Man, fabulous John Scott Smart, still sponsored by Norwich Pharmacal Co. (Pepto-Bismol) at 7 p. m. . . . This is Your FBI, official program of the G-men, continuing under the sponsorship of Equitable Life Assurance Co. at 7:30 . . . The Pacific Borax program, The Sheriff, following Ozzie and Harriet.

Another strong evening, sure to be irresistible to mystery fans, is Wednesday. On that night the Lone Ranger will give way, at 7 o'clock, to movie star Gene Raymond as the Amazing Mr. Malone. At 7:30 Sherlock Holmes takes up the trail and, appropriately, at 7:55 ABC honors the Detective of the Week. Boris Karloff, shah of shudders, chills your spine at 8 o'clock after the children are safely in bed, and another

sparkling adventure program. The Croupier, takes the radio stage at 8:30.

Religious Programs

Prayer Meetin' in the Ozarks, one of our Thursday night mainstays, will be re-scheduled as soon as additional network changes are set for the season. In the meantime, an old Sunday friend, and a new one, will be with us to reaffirm KWTO's pre-eminence in religious programs.

The Southern Baptist Convention now brings us, via ABC, the Baptist Hour at 2:30 on Sunday, with Dr. R. G. Lee as speaker on the first 13 programs. And the Lutheran Hour, a distinguished program broadcast in many languages around the world, comes back at 9 p. m. Sunday.

Incidentally the Wm. Wise Co. is sponsoring the Goodwill Family at 7:45 a. m.

Important Sunday cultural offerings are Edward Arnold as Mr. President, which continues under Globe Realty sponsorship at 1:30, and Voices that Live, recordings of the great singing stars of present and past generations, given us by ABC at 3:30.

Of the preponderance of religious programming on Sunday, President Ralph Foster had this to say:

"We have always felt that KWTO's wide acceptance in the Ozarks area was largely due to our policy of tailoring programs to the tastes and customs of the majority audience, with due regard for the special interests of each minority. We schedule many Sunday services out of deference to the deeply religious nature of our fellow Ozarkians. And we do so for the same reason that we consistently refuse revenue from beer, wine and liquor advertising, which would deeply offend them. We like for our listeners to enjoy the entertainment we offer, but we want to be thought of, first, as a public service station, deserving their confidence and loyalty.

Spot Time-Buyers

A number of advertisers who have been with KWTO seasonally for many years are or will be back again with spot announcement revenue—Beaumont's 4-Way Cold Tablets, Clabber Girl Baking Powder, Grove's Bromo-Quinine, Kellogg Breakfast Food (Pep), Cat's Paw rubber heels and Crosley Shelvador refrigerators are also using sales messages over KWTO. An interesting "memory shoe" offer, bronzed baby shoes for Christmas giving is made at 11:55 Mon. through Fri. on the Farm Hour.

★ COVER CONTEST

Our back-to-school September cover brought so many excellent entries that we're going to have to "tie them up" again this time, awarding first prizes of a year's extension to The Dial to Mrs. Harry C. Toyn-ton of Marionville and Perry Mason of Bois D'Arc, and three-month extensions to Mrs. V. W. Edwards of Nevada, Mrs. A. T. Dean of Jasper, Mrs. Leland Jeffries of Osage Beach and Mrs. Gladys Heagy of Springfield. Honorable mention is accorded Mrs. A. L. Richards of Hagarville, Ark.; 10-year-old Marlene Sisney of Pontiac; Mrs. Chester Kissee of Sterling, Kan.; Ethel Attebury of Eudora; Margie Williard of Mountain Home, Ark. Excellent entries were those of Mrs. Daisy Hause of Mount Vernon and Mrs. Willard Buch of Hart-ville, but they were over the word limit. All these entries were marked by an orig-inality or a wit that made judging unusually difficult.

Mr. Mason's entry: "Back to school! Oh, happy thought that comes to us whom years

PENNY TO RETURN

Sherada Ann Nichols was only two weeks old when she paid her first visit to KWTO, establishing something a record for other visitors to aim at. Penny's and Tharon's baby arrived Sept. 14, weighing 6¼ pounds, with a heavy head of dark hair and a remarkably gentle disposition. Penny and Tharon went to see "Sign of the Ram" a week before her birth, admired the heroine's name, and chose it for their little girl. Penny's sparkling songs will probably be heard again on KWTO by mid-October.

FLASH!

As we go to press, Lou Black brings word that Lonnie and Thelma are returning to KWTO.

have brought beyond those golden, care-free days that linger in our hearts always."

Mrs. Toyn-ton's entry: "Down the road in September, back to the old school house. I wish that I had, for the teacher, instead of this apple—a mouse!"



★ THEY'RE BOTH BILL BAILEYS — DO YOU KNOW WHICH IS WHICH?

One of these Bill Baileys is Master of Shenanigans on that great network hillbilly show, National Barn Dance, heard over KWTO at 9 p. m. Saturday and sponsored on ABC by Phillips Petroleum Co. The other is an Oklahoma-born KWTO veteran who took time out from the Ozarks to serve in the Navy and act as promotion manager of KMA, Shenandoah, before returning to

us a year and a half ago. The Barn Dance Bill Bailey is an ex-Marine who saw action in the Marshalls and at Okinawa, a graduate of Denver University, son of an Ohio livestock trader. Our own Bill Bailey used to hear him when he was announcing for WOWO, Fort Wayne, Ind., before he achieved network fame in Chicago. Both are married; each has one child. Got it?

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★ PORTRAIT OF THE MONTH—THE IRISH "VOICE" FROM LITTLE ROCK

Joe Slattery is one son of Erin whose voice is not a tender tenor that lends itself to nostalgic ballads. Instead he brought to KWTO, when he graduated from college two and a half years ago, a rich, clear baritone and a keen interest in current events. Ex-wartime-pilot Joe is now Assistant Program Director, and has recently added Mrs.

Tucker's Shortening (9:45 a. m. Tues., Thurs. and Sat.) to his list of satisfied newscast sponsors. Others are Williams Lumber Co. on alternate days with Mrs. Tucker; MFA Milling Co. at 12:30 Mon. through Sat.; Butternut Coffee and Lipscomb's Grain and Seed Co., alternating sponsorship at 7:30 a. m. He's also our Chief Announcer.