

1951

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MR. 1951  
IF LOST - YOU HAVE NO ONE TO BLAME BUT YOURSELF!

The KWTO DIAL

10c

JAN. • 1951

# THE DIAL

JANUARY, 1951

Vol. XI

No. 1

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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.

Address correspondence and renewals to Editor of The Dial, 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.

If the numbers 1-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

## PRAYER FOR THE NEW YEAR . . . . .

ST. FRANCIS  
OF ASSISI

**L**ORD, make me an instrument of Thy Peace. Where there is hatred, let me sow love. Where there is injury, pardon. Where there is doubt, faith. Where there is despair, hope. Where there is darkness, light. Where there is sadness, joy.

O Divine Master, grant that I may not so much seek to be consoled as to console; to be understood, as to understand; to be loved, as to love; for it is in giving that we receive, it is in pardoning that we are pardoned, and it is in dying that we are born to Eternal Life.

*(Although the above prayer was written 700 years ago by St. Francis of Assisi it expresses, simply and beautifully, a way of life for our times—and for all time.)*



Radiozark Sec. Jean Scherner and E. E. "Si" Siman, Radiozark Enterprise Gen. Mgr.

**RADIOZARK ENTERPRISES . . .**LOOKS FORWARD  
TO BIG 1951

No. 1: Gene Autry and "Champion"; Smiley Burnette and E. E. Siman, Jr., Mgr. Radiozark Enterprises. No. 2: Jack English, Director; "Si" Siman and Smiley Burnette. These pictures were taken on location for the filming of the latest Columbia Picture release featuring Gene and Smiley, "Whirlwind".

Things moved thick and fast for KWTO's sister company, Radiozark Enterprises, during the year just past and if the activity at the start of 1951 is any indication the new year promises even greater accomplishments. For the record, this feature is designed to inform the many friends of KWTO and our DIAL readers as to just what Radiozark Enterprises is . . . its past, its present and future. You've perhaps heard it identified as the producer of outstanding and nationally known transcribed shows: as the promoter, producer and sales agency of books of song, music and square dance instruction; you've heard its announcements of recording service; its bookings of big-time stage attractions and its production of others. Strange as it may seem, to us associated with this thriving concern, not many realize that this friendly little radio magazine, known as the KWTO DIAL, is really a Radiozark Publication. May we explain? Radiozark Enterprises is an entirely independent company operating in full cooperation with station KWTO and serving the broadcasting industry with a variety of services. It came into being several years ago, basically to perform the numerous above listed tasks, and in so doing has enabled KWTO to become one of the outstanding broadcasting stations of the middlewest. KWTO realized that the growth of the broadcasting industry demanded that such

facilities be available but that the variety of such activities would in themselves be impossible with the ordinary operating force of a radio station. Today Radiozark Enterprises is foremost a company devoted to the production and transcribing of outstanding shows for commercial radio broadcast and as such is rapidly taking its place among the most successful businesses of this type in the United States. The company has even entered the international picture with its shows running on 31 stations of the All-Canadian Network. But here, we're getting ahead of our story.

Under the direction of its energetic and amiable Gen. Mgr. E. E. "Si" Siman, Jr., and with a talented staff including John E. Mahaffey, Sales Mgr.; Al Stone, Recording Engineer and Mrs. Jean Scherner, Executive Secretary Radiozark Enterprises can look back on an enviable record of successes and forward to a bright future. It was in 1946-47 that Radiozark transcribed for the Assemblies of God Church the series "Sermons In Song." This program was broadcast on 100 stations across the nation and was the recipient of the Churchill Award for being the outstanding religious radio program. The years have seen many feature programs added to the company's roster of successes: the "Dearborn Roundup" transcribed for the Ford Tractor and Dearborn Farm Equipment

(Continued on page SIXTEEN)

# HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD  
"QUEEN OF THE OZARKS"

Greetings dear friends! The New Year Has Come! I want to say Happy New Year but I'm almost afraid. I wish for you a PEACEFUL New Year in 1951.

They used to quote over and over, when I was a child:

**Ring out the old, ring in the new,  
Ring out the false, ring in the true!**

I wish we could ring out the false. There is so much falsehood now and distrust and dishonor among nations. I wish we could know that there would be no war this year, but it doesn't look that way. Nothing but a miracle can save us now, or so it seems to me. We have the cure right at our door but we won't use it. Simply the lowly and loving teachings of Him who said He "came not to destroy." That will finally be the cure—it is the only cure, and eventually it will come through a complete spiritual upheaval, but I am afraid it is a long way off.

But I have a lot of faith, yet, in the whole world. And it's still a beautiful world, in spite of everything ugly and ghastly that is trying to tear it down. We swarm with scholars and thinkers and idealists and great souls, even yet—and some day this old world will get going and solve it all. Don't ever lose your faith. Keep the faith!

I'm awfully glad to be a livin' right here where I am. Here in God's country, in the heart of America—in the Ozark Highlands. "Iffen I could have my druthers of places I'd druther be," as George Earle wrote in a poem once—I'd druther be right here whar I AM! We have a lot of things to settle in America and put up with—but I wouldn't live any place else . . . I'd rather be right hère than settin' in the King's Court. With candidates a grindin' their jaws at each other, and the scientists tryin' to square the circle and the pest robot bombs and malaria germs and the New Deal and the Fair Deal and the World Court and the typhus fly in the jungles and television and leather lunged congressmen and trombone blowers and Hadacol—it's a pretty tough world—but I like it!

I always did like it. I've had a good time and am still having a good time, and I intend to fairly push myself out of the collar trying to have a good time in 1951, if there's any such thing as a good time to be had!

I'll just keep on looking around at the things that make life worth living. Sometimes it's mighty hard to have faith in this bewildered, selfish, money-grabbing, haul-and-pull of a world that we live in—and yet—if you just stop to think, just relax and look at the blessings around you and the splendid people you know. If there were

only two, these two true, steadfast hearts would make it a beautiful world for you. "People we've laughed and had fun with are sometimes forgot down the years; there is something so fleeting to pleasure, but something so lasting to tears . . . But people who've suffered together never drift widely apart. Those who have shared your deep anguish forever abide in your heart."

I get such wonderful letters from people about their every day living. These letters are great documents to me. A great cross section of life. Someone writes about just the memory she always keeps of her grandfather letting her ride the horses to water every day when she was a little girl. Just that. Someone writes about an old oaken bucket they had at home, and an old well . . . Someone wants me to send the divine old poem, "Rock Me to Sleep, Mother—Rock Me to Sleep." A man writes me about his old schoolhouse fifty years ago . . . up in Webster county. And about how he carved his sweetheart's name on "every tree in the holler." Someone writes about filling the old woodbox. Ruth Tyler at Neosho wrote about "Gatherin' Greens"—a poem. Carl B. Ike at West Plains wrote about "Pumpin' a Drink for Dad." The late Dr. Traw at Lebanon wrote me about his old school days at Hardscrabble and how they had to run the sheep out of the doors and windows of the little schoolhouse of mornings, and sweep the room out with buck-brush brooms. My blind friend Ed Witmer down at Republic, with all the courage of a Spartan wrote me "If you never hoist your anchor because you're afraid of wrecks, you'll never need a banker to help you cash your checks."

And so, this is a cross section of life and of memory down in our peaceful hills. Good people who accept the new but never forget the old.

As they move into the rooms of their new castles, they carry with them the beautiful stained glass windows that were in their old one.

And so, this great year of 1951—I made up my mind solemnly last night, all alone, after coming home from an evening dinner and party where we had discussed the awful state of affairs, going 'round and 'round and finding no remedy—and just getting sick at heart—I came home and made up my mind that I would beat my wings out against a stone wall this year. I would take it as it comes, and as the soldier once said to me "If I died, I die!" I made up my mind I would dwell on the lovely things even if I

(Continued on page SEVENTEEN)

**WHAT'S NEW FOR '51 . . .**NEW SCHEDULE ADDITIONS  
PROMISE GOOD LISTENING**(EDITOR'S NOTE:)**

This month we'd like to bring you up to date on the new personnel and programs that will be coming your way at the 560 spot on your dial. May we suggest that you keep it handy and check it frequently for "the best in radio listening." For KWTO fans '51 looks well to provide just that.

First, we'd like you to meet the very personable young fellow pictured below. He's **David A. Estes** . . . (just Dave, if you please and forget all about our mentioning the middle initial.) Dave is a native of Oklahoma. Born in Chickasha, Nov. 1, 1922 and that makes him just 28 if our figures serve us right. He was educated in the ele-



David Estes

mentary schools at Wichita Falls, Texas, where he spent much of his early life. Graduated from High School at Humansville, Mo., and from Drury College here in Springfield in 1949. He's married (since Feb. '46) and we'll be introducing his very charming wife **Jo Maxine** to you before so very long. Incidentally, Jo is a Missourian, from Bolivar. We're looking forward to knowing her better ourselves. Dave started in radio in Springfield during his last year in college and we're now happy to welcome him as a member of the KWTO radio family. He'll be most happy to receive your approval or criticism of his work. So, let him hear from you, won't you. You'll be hearing a lot of him as the newest addition to our announcing staff. Nice to have you Dave.

The start of 1951 has brought so many

changes in the broadcast time of old favorites (and a host of NEW program features) that we hardly know where to begin in telling you about them. Let's just dive in and you have a pencil handy to check the listening "musts" for your radio calendar.

Starting Jan. 1st **Peter Paul, Inc.**, makers of **Peter Paul Mounds & Almond Joys** began the sponsorship of five minutes of the latest "**World-Wide News**" over KWTO. This complete round-up of international and national happenings is heard from **11:55-12 noon** each day **Mon. thru Fri.** It's an added, much appreciated service to the listeners of the four-state Ozark region.

With the first broadcast scheduled for Mon., Jan. 8th there's a real treat in store for all the boys and girls . . . "**The New Air Adventures of Jimmy Allen.**" It will be presented by the makers of **Daricraft** each afternoon, **Mon. thru Fri.** from **4:45 pm.** Later there will be Jimmy Allen Flying Clubs formed with scores of prizes for the members. It's an exciting air show for the youngsters and has the approval of parents everywhere. Tell the kids about it, they'll want to listen.

Also on Jan. 8th the **Holsum Bread Co.** will start its new program series . . . the "**Slim Wilson Show.**" To be heard **Mon. thru Fri., 10:30-45 am.**, this old favorite replaces the Dr. Crane series which has now been completed. Holsum is complimented by your approval of their Dr. Crane broadcast and are equally sure you'll enjoy their new program. Listen in and take a tip from the announcements of the **NEW LARGE loaf of HOLSUM Bread.**

**Pillsbury**, makers of **Pillsbury's Best Flour** also will bring you the **BEST** in radio entertainment during 1951. Replacing their old 5 pm. broadcast time with a new air feature which may be heard from **2:15-30 pm., Mon. thru Fri.** Here you'll be now hearing "**The Hadens**" with **Uncle Carl** announcing. The Hadens have been long time radio favorites and we believe the format of the new series will make an even greater hit.

**Willard Tablets** are back on KWTO with a 3 a week broadcast — "**Songs by Bob White.**" Bringing you Willards famous message of relief the shows (heard 6 days a week, **9:20-25 am.**) are sponsored by Willard on each **Mon., Wed. and Fri.**

(Continued on page FIFTEEN)

**"FAIR AND WARMER"** . . .COLUMN OF COMMENT  
BY C. C. WILLIFORD

By the time this issue of the Dial reaches you we will be well into the first few days of the Year of Our Lord 1951. Most New Years resolutions will have been broken and things in general settled down to a state of status quo, or as they were, to be more explicit, before the flurry of the Holiday Season.

Most of us have heard the expression "Time Marches On" or have read and are familiar with the Latin words "Tempus Fugit", which means "time flies" engraved on sun dials to impress upon us that this mysterious element known as time is at least a transient element that is constantly on the march. Any complete dictionary will give you at least twenty definitions to the word "time" but its most general application to life and our little span here on earth is the measurement of time as marked by the rotation of the earth around the sun. In the days before clocks were invented the passage of time was marked by the sun dial, noon being when the sun reached its highest point in the heavens for the day and the solar day was from one noon to the next. This was really a poor method as the earth moves at different speeds in its yearly course around the sun and when clocks were finally invented they did not agree exactly with the sun dials, and even to this modern age, when man has continued to increase in knowledge and is constantly getting smarter and smarter with machines and technical instruments, strange as it seems he has so far never been able to make a perfect calendar that will allow him to divide the seconds, minutes, hours, days, months and years correctly so they will come out exactly right with this movement of the earth around the sun.

New Years Day itself is a man made day, we might say, so far as the name is concerned. With the old Romans the new year started with the first of March and March was their first month. After centuries of use the old Julian Calendar was discarded and Pope Gregory thought he had a much better one divided which was adopted. Today this present or Gregorian Calendar is the calendar in use throughout the western world although it's a poor calendar at that for every four years we end up with a little more than an extra full day on our hands and add another day to February to take care of it but even the extra day in February every four years does not make the calendar come out right so every even century, for instance the year 1900, although it was divisible by four was not a leap year because it was not divisible by four hundred.

But even this dropping of leap year on exact centuries not divisible by four hundred still does not make the calendar come out exactly right and some day, if the earth stands long enough, we'll end up with several days time on our hands just like Pope Gregory found when he made our present calendar, so he just dropped ten days and started out new by calling October 5th, 1582, October 15th, 1582. Imagine trying to adjust the rent or the payroll today by just skipping ten days on the calendar.

But what I am trying to put over in this my monthly contribution to the Dial is—that time itself is something we know little about and can't explain. Einstein who is said by many to be the smartest man in the world, claims that time is matter and after traveling far out into the mysterious universe, turns around and will come back and if such is the case everything that has happened in the past will have to happen again. Try and figure that out, and here I am just starting to quote a master mind and have stepped off in the deep end in water up to my neck, floundering about helplessly in trying to tell you that while January 1st, 1950 was New Years to us it really don't mean a thing, and it was just another day. True enough it was the first day of the year 1951 of the Christian Era while the Jewish people will start their 5712 year on October 1st and that will be their New Year, and the Mohammedans will start their 1371st year the next day, October 2nd, so as to just who is right about this New Years Business just draw your own conclusions.

There is one thing sure, Time will march on and the seasons will come and go just as they have for eons and eons. We will all grow a little older constantly regardless of the calendar and when our time comes we will leave this old earth without our consent and none of us will get out of it alive. But why worry about this? "All that breathe will share thy destiny."

Easter will come this year on March 25th, within three days of just as early as it can come or ever has come. July 4th will come on that day as will next Christmas on Tuesday, December 25th. My advice is to keep the faith of our fathers and rededicate ourselves to the principles that have made our country great. Keep our chins up and our faces to the wind and sing with the poet of the Sierras, Walt Whitman—

"Serene I fold my hands and wait,  
Nor care for wind nor tide nor sea,  
I'll rave no more against time or fate  
For lo, my own will come to me."

# COVER STORY . . . . . :

JIMMY AND EATHERHAM  
POSE THE OLD AND NEW

Just where the practice of picturing the new year as a young child, especially a boy, with top hat, cane and a radiant smile, originated, we're unable to say. However, we do approve; for what better way is there to express the hope we all hold for the year just starting. The clean freshness of a child unsoiled by the world's trials and tribulations . . . the enthusiasm for life and the energetic desire to "meet all comers". These are the prospects and the outlook for the youngster just starting out on life's great adventure, and we who are older and experienced cannot help disillusioning ourselves in that the start of a new twelve months gives us a clean slate and the chance for things of the future to be different. Well . . . maybe they can be. After all, you know it's said that it's never too late,

and that confidence is half the battle. This we do know, if the 360 days allotted us in 1951 are lost with no accomplishments, no knowledge of the joy of living and in the struggle to make this old world an even better place in which to live . . . then "we have no one to blame but ourselves."

Our little "Mr. 1951" is, of course, Jimmy Slattery, son of KWTO's Asst. Prog. Dir. Joe and Mary Slattery. Jimmy is well on his way in making his mark at the ripe old age of four and we're betting that if anyone comes out on top it will be young James. You know, Jimmy has a young brother at home, another carrot top named John. John is only three months old now, but if you stick with us for about four more years we'll see what can be done about making him "Mr. 1955". Happy New Year!

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★ "JOHNNY" AND PHILLIP MORRIS PAY US A VISIT

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Perhaps there is no more familiar voice in radio than the one that is heard many times weekly with the well-known, "CALL FOR PHILLIP MORRIS." And, just like us, you have undoubtedly wondered if the call was really issued by the little fellow who we see "in shop windows and on store counters all over the country." Johnny has become one of the best known trade marks in the world and although his pictures and "cut-outs" make him as familiar as one of our own family, we must admit it's a bit disconcerting to have him walk up, stick out his hand, and say "Hello, Bill." That was our experience recently (and may we add a most pleasant one) when Johnny and J. W. "Jim" Duane, Phillip Morris's personable field representative, paid us a surprise visit. We can now answer the question about "Call for Phillip Morris" being Johnny's voice . . . it IS. When on public relation trips throughout the country is required to send periodic recordings of his voice to his teacher. While in Springfield he used Radiozark facilities for this purpose and we also had the pleasure of hearing him give a few "in person" calls over the air. Hope many of you heard our visit on the 4:40 "Program Notes" broadcast. We learned that Johnny has been with Phil-

lip Morris for over 17 years. Understanding the "why" for the long period of service is only a matter of making his acquaintance, learning his ability and being charmed by his personality. Come see us often, Johnny.



## LOOKIN' AT YOU

BY FLOYD SULLIVAN

Well, another year has dawned, according to the new calendar on my desk, but what is to be written about it? Of course, we could mention the threat of another global war, but after all the world has become somewhat accustomed to war and there is little to be said about a new one that hasn't already been said about the old ones. I'm sure that some of the older folk will agree with me in that statement, because they, even as you and I, have lived long enough to know that history records little more than a change in dates, names and places so far as wars are concerned.

\* \* \*

I can recall that as a child, I thrilled to the stories of the Civil War as told by my maternal grandmother. She mentioned Lincoln and Jefferson Davis, but I was most impressed by the fact that she had been personally acquainted with Jesse James—that he had been a guest in my great-grandfather's home when Yankee soldiers and Pinkerton Detectives were searching for him. Grandmother always enjoyed saying that she had danced with Jesse James when there was a price on his head.

\* \* \*

The first American soldier I ever saw was wearing a uniform of blue and marching to the strains of "There'll Be A Hot Time In The Old Town Tonight." That was the Spanish-American War. My mother and father spoke frequently of President William McKinley, Admiral George Dewey and Colonel Theodore Roosevelt, the hero of San Juan Hill. Then came the Philippine Insurrection, the wild goose chase after Pancho Villa in Mexico, which was merely a prelude to World War One which followed quickly. Then, people talked of President Woodrow Wilson and General John J. Pershing. When Germany was defeated, the League of Nations was organized and failed. In a few years, World War Two developed. Then the names most prominent in the news were President Franklin D. Roosevelt and General Eisenhower, Marshall, Patton and Clark.

\* \* \*

After Germany had been licked for a second time and Japan had learned the difference between the rising sun and the setting sun, the United Nations came into being with its goal as world peace, which it has not achieved. Now people are talking about President Harry Truman, General MacArthur and Joe Stalin. I ask you sincerely do you see anything new to write about at the dawn of this New Year?

## PORTSIDE PATTER

BY GEORGE EARLE

First of all, friends, a belated New Year's wish for your fair share of health and happiness in 1951. (I say "belated" because I know it is going to be practically impossible for our overworked editor who has been swamped with the polio drive and Christmas details, to get this edition out on time!)

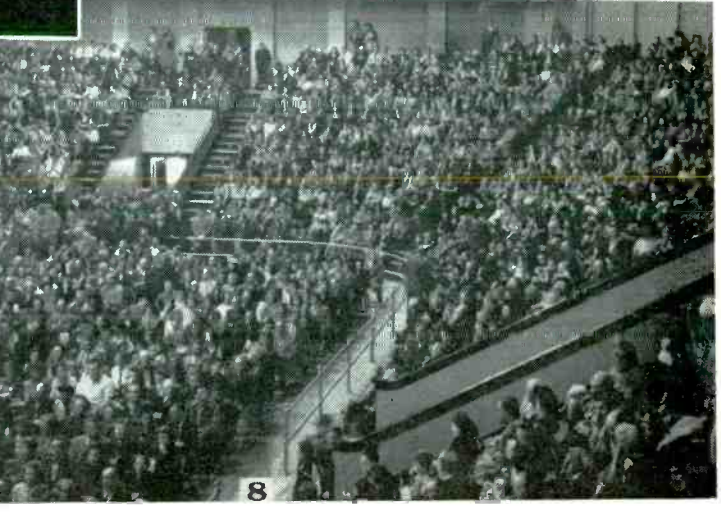
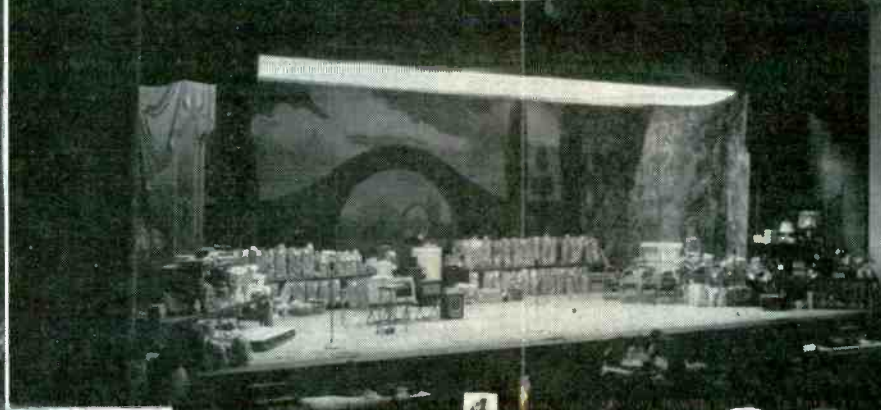
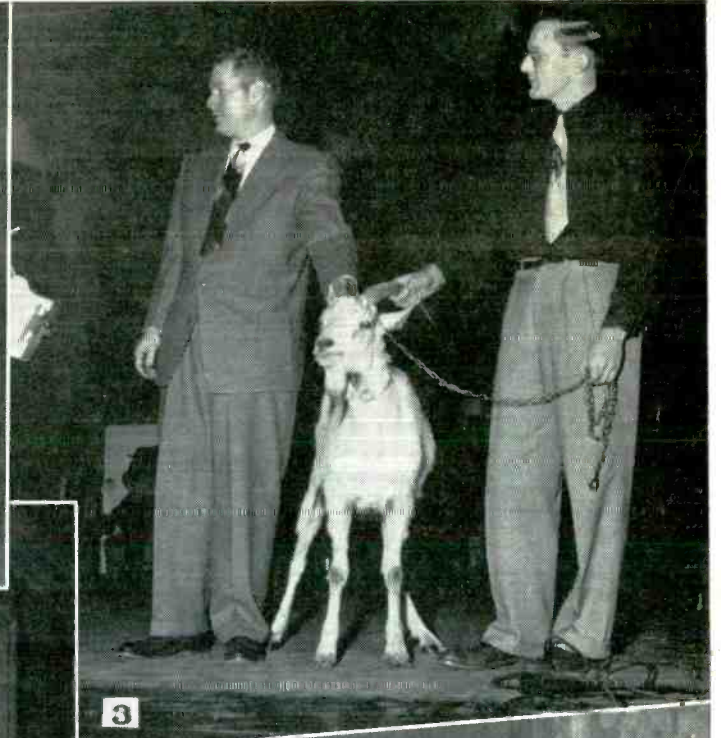
Conditions look pretty grim as we enter the new year and none of us can fortell just what is going to happen to us or our nation. Once again it's up to each of us to put his shoulder to the wheel and work to help get our country ready for any eventuality. Meanwhile, let us pray fervently that the worst will not prevail.

Friends, I can't begin to tell you how gratifying it has been to me that so many of you chose the medium of my birthday and the man-on-the-street program through which to channel your contributions to the KWTO-Burge Hospital Polio Building Fund. We regret that we got so far behind on reading names of contributors that we finally had to stop because it was taking up so much of our sponsor's time. Too, we want to thank the Charles C. Meek Lumber Company for permitting us to take over the man-on-the-street programs for so many days receiving contributions and making acknowledgments. After all, this was a magnificent contribution on their part, too. We assure you we have a complete record of all contributions and everyone should receive before too long one of the post cards by way of acknowledgment. Again, thanks for your great humanitarian spirit and generosity in giving to this vital program to help provide urgently needed quarters for youngsters in Burge Hospital's Polio Ward.

By the way, January and February are always hard months to obtain reservation dates from clubs for Breakfast at Keller's programs. However, we do want to keep these Saturday shows going and I'd appreciate it ever so much if some of your clubs would make a special effort to attend one of these Saturdays soon. If it is at all possible for some of your organizations to attend January 13th, 20th or 27th, please let me know right away. We promise to show you a grand time and of course you'll share in the many wonderful prizes.

Persons whose birthdays fall on Saturday, or who may be observing a wedding anniversary are invited to attend Breakfast at Keller's for special recognition and gifts. We are going to inaugurate new features and hope to make 1951 the best year of all for Breakfast at Keller's. Remember, anybody may attend, any Saturday morning.





1. Polio Auction Sale Crowd, Shrine Mosque Auditorium. 2. Col. Tony Thornton sells the O. K. Mattress Factory's contribution assisted by Geo. Rhodes and Slim Wilson. (The boys needed it themselves before the sale was over.) 3. Asst. Prog. Dir. Joe Slattery and Farm Service Dir. Loyd Evans have your goat . . . well, somebody's—it SOLD. 4. Shrine Mosque stage, before the sale, loaded with over 1,000 contributions. 5. Burge Hospital Board members, staff members and interested friends watch the proceedings from Mosque stage, left to right,

Lester E. Cox; Mildred McKee; Mrs. Ruth Wiley; H. L. Burgin; W. N. Thornton; I. N. Wilson; Jimmy Cook and Rev. Floyd Holt. 6. Uncle Carl Haden and Happy Hollis Warren relax back stage prior to their stint of entertaining. 7. Lester E. Cox, Pres. Burge Hospital Board and Ralph D. Foster, Pres. and Gen. Mgr. Radio Station KWTO pose with three of the "puppies" that were auctioned to the highest bidders. 8. Another view of the crowd of over 4,000 who attended the gala proceedings.

FROM GENEROUS HEARTS

(Continued from page NINE)

pher, Reuel Haymes, has captured a bit of the color and excitement of a BIG evening and you'll find pictures on the preceding pages in our "candid camera" section. The crowd was enormous . . . over 4,000 in attendance and an equal number had to be turned away for lack of space. \$765.68 was contributed to the fund in a free-will offering . . . over \$2300.00 was realized from the evening's entertainment. Now as we look back, we can't help wondering if we adequately thanked the twenty-odd auctioneers, the best in the Ozarks, for sweating out almost four hours of the biggest sale of its kind ever held in this area. Without their splendid work the story could have been a great deal different. Our gratitude to the men of the Shrine for their invaluable aid and for the use of the beautiful Shrine Mosque in which the program was held. Our thanks to the stage hands union, to the boys at Alma Lohmeyer-Jewell Windle Funeral Home for bringing our shut-in friend, Hollis Warren, to the auditorium to inspire all

of us with his song and courage. Yes! . . . it was a BIG and SUCCESSFUL undertaking. Each of us, YOU and I and several thousands more, did our part . . . and we're MIGHTY GLAD THAT WE DID.

The photographs at the beginning and end of this article are published as a sort of belated Christmas present from the children at the Burge Polio Ward. They want to say, "THANK YOU" . . . and, to let you know, Santa DIDN'T forget.

We'd like to salute the International Milling Company, millers of Robin Hood Flour, the Crook Adv. Agency of Dallas, Texas, who handles the Robin Hood account and Mr. Jim Anderson account executive for their thoughtfulness in making this little Christmas party for the children possible. They provided the wonderful bag of toys which Santa Claus (in the person of Red Davis, announcer on the Robin Hood Hoedown) delivered to the youngsters on Sat. afternoon, Dec. 23rd. We're only sorry that the folks at International, Crook and especially Jim couldn't have been there to have seen the happiness their generous hearts made possible.



LOLA ETHERIDGE, age 10; SANTA CLAUS (JOE SLATTERY); in highchairs, left to right: ESTHER COLLINS; JANICE FRY; JUDY WALLENDER and PEGGY PATE, age 2; back row: STANLEY STUART, age 9; LEE CROSSLAND, age 12; TILLIE BARTON, age 10; BILL BAILEY, KWTO; DALE RUMMEL, Burge Staff and JANIS McNIER, age 10; front row: JOHN ETHERIDGE, age 6; MARY LOU HIGHFILL, Burge Staff and JODY RAY, age 2; BRIAN GRIFFIN, age 7; VIOLET FOSTER, age 9 and MARY JANES, age 7.

FROM GENEROUS HEARTS

KWTO-BURGE POLIO DRIVE BIG SUCCESS



SANTA CLAUS, in the person of ROBIN HOOD'S own RED DAVIS, (JOE SLATTERY); ESTHER COLLINS, 1 1/2 years; YOUR EDITOR, BILL BAILEY; JANICE FRY, 3 years old; and JUDY WALLENDER, age 2 1/2 years.

"From generous hearts," . . . a fitting tribute to literally thousands of KWTO listeners and friends whose contributions enabled the KWTO-Burge Hospital Polio Fund Drive to go over the top in such a grand

do for we were more than repaid in the smiles of little children and the expressed thanks of those who know how very much such facilities count. But rather, we are thinking of the work that was done, and

The pennies of a small child; the thousands of one dollar bills; the checks and cash contributions of odd dollars and cents that were the gracious gifts of churches, Sunday schools, school children, WPPFA's, PTA's, social clubs, FFA's, 4-H Clubs and other groups . . . all of these have added to the grand total which we proudly report with this issue of the DIAL.

In presenting this final report on what KWTO considers one of its most worthwhile undertakings, we realize that there is a great deal more that should be said than can be told in the cold hard figures that represent the cash funds collected. Such a campaign represents an enormous amount of work. We're not thinking of the chores that we, who had the privilege of conducting the drive, were called upon to

will yet be done, to secure the desired means of combatting a treacherous enemy. We're thinking of the women whose contributions were the beautiful pieces of crochet work, the various pieces of pains-takingly made handicraft, given for the Polio Auction. The labor organizations whose gratis work eased the tasks in many instances; the construction firm whose employees voted to move the building free of charge; the big hearts of KWTO's advertisers and

business friends contributions of their stocks and company's products added many dollars to the fund through the program and auction sale on the night of Dec. 14th. We wish that it could have been possible for all of you to have been present on that evening. For those who weren't there, Staff Photogra-

**FINAL REPORT**  
**KWTO-Burge Hospital Polio Fund**  
(Money realized as of noon  
January 3, 1951)

**\$14,550.80**

Amounts sent to various acts and personnel of KWTO Staff. Only amounts of \$1,000.00 or more listed. (\*Total all other cash.)

George Earle Fund	\$5,836.73
Hollis Warren Fund	1,957.67
Slim Wilson Fund	1,831.32
*General Fund	4,925.08

"THANKS A MILLION—TO EVERYONE"

(Continued on page TWELVE)

# INSIDE AT THE STUDIO . . .

NEWS AND DOINGS OF  
KWTO PERSONALITIES

"Si" Siman may have no physical resemblance to Santa Claus but he recently had a hard time convincing the passengers of the American Air Lines north-bound night-flight out of Dallas, Texas. It happened this way: "Si", in Dallas on business with the Crook Adv. Agency, was asked, the last minute by Jim Anderson, account executive, if he would mind taking a package that had to go to Springfield back with him on the plane. It would save mailing at the busy Christmas Season and "Si", an obliging soul, of course, agreed. Just as he was about to step aboard Jim handed him the enormous bag of toys which the Robin Hood Flour people had prepared for the children at the Burge Hospital Polio Ward. It was a typical Santa bundle, bright red, with Merry Christmas applied across its side and chuck full of surprises for some 28 children. It was too late to back out and being the good sport he is "Si" threw the bag over his shoulder and climbed aboard amid the shouts of . . . "Hi Santa . . . where to?" His own inquiries as to the distance to the north pole and whether or not the plane would take him in the right direction only added to the merriment. You can bet it was a happy holiday crowd that made the flight Springfield way that night and an experience "Santa" Siman won't soon forget.

Chuckles are still being heard around the radio home over some of the gifts that were exchanged at this year's annual KWTO Christmas Tree Party. The practice of drawing names and then quite secretly placing a "Pointed" gift of a kidding nature under the station tree originated in the fertile mind of George Earle several years ago and has been one followed by the staff each year with a great deal of enthusiasm. Gifts are chosen to point out the recipient and eccentricities and as the giver is seldom known and the content of the package NEVER known until it's opened the fun of the party is understandable. This year we laughed over Slim Wilsons elongated and very fancy cigarette holder (for those Bull Durham "home mades" of his); Les Kennon's bottle of Hadacol (large size—he weighs all of a hefty 120); "Doc" Martin's dozen pieces of hen fruit direct from "Cacklin' Doc Martin's Egg Emporium" (each biddies bit (in this case "Doc's" jokes) plainly marked and dated as to the Farm and Home Hour on which it was layed); "Liz" Coles mechanical Busy Bee (no kiddin'—she stays that way most of the time); Genie Cain's date book and two dates (the actual fruit, that is); Edna Boyle's package of Giant Toy

Animals (she only handled some 5,000 orders for them during the Christmas Season) and Bill Bailey's piggy bank (to take care of his Polio Funds which he watched over like a hawk. As usual, the Skipper (boss-man Ralph Foster) acted as our Santa Claus and the highlight of the portion of the program we were able to broadcast was when station custodian Orville Price was up for a talk with Santa. After being asked if he'd been a good little boy the question as to what he would like for Christmas came up. Orville replied, "Well . . . Santa I'd like to have one of those deep freeze units like the one that you have out at your farm . . . ahhh, full of ham." It almost broke up the show. Pretty hard to get ahead of that boy Orville.

## LATE NEWS

We've just learned that we're to lose one of our radio family to Uncle Sam. Don Dailey leaves Jan. 15th to become a member of the United States Air Force. We'd been expecting Don to be called into service as he had enlisted but it came as a surprise at this time and caught the DIAL going "to bed". Space won't allow us to say the farewell with this issue that we would like but we promise a going away "pic" and more details with our Feb. issue. Don is one of our favorite people and to say that we will miss his six foot frame, red hair and always ready smile around the radio home would be putting it mildly indeed. As a member of the KWTO announcing staff he has gained a world of merited friends who will also miss his friendly voice over the air. Don, a Marshfield, Mo., product joined us in March 1949 while he was attending SMS here in Springfield. His active collegiate life of speech work, drama and athletics made him a popular figure in campus life and his addition to our staff was a decision never regretted by the management. Don will leave Springfield Monday morning, Jan. 15th, going first to Albuquerque, New Mexico, to appear before the Air Force Candidate Board and then to Lackland Air Field at San Antonio, Texas, where he will be, according to his information at this time, for at least one month. After that it's hard to say. You know the way Uncle Sam operates and all we know is that we will be missing Don a very great deal. Good luck, fellow . . . please don't forget to let us hear from you. We'll be counting the days until you're back.

**SCHEDULE FOR JANUARY****WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—George and Buster  
 6:15 a. m.—Down Home Folks  
 6:30 a. m.—Farm Facts (M-W-F)  
 6:30 a. m.—Haden Trio (T-Th)  
 6:30 a. m.—Robin Hood Hoedown (S)  
 6:45 a. m.—Down Home Folks  
 7:00 a. m.—Goodwill Family  
 7:15 a. m.—Slim Wilson  
 7:30 a. m.—Newscast  
 7:45 a. m.—Prairie Playboys  
 7:45 a. m.—Buckaroos (S)  
 8:00 a. m.—Johnnie Lee Wills  
 8:00 a. m.—Hollis Warren (S)  
 8:15 a. m.—Haden Trio  
 8:15 a. m.—Derrel Friend (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. Hitchcock (S)  
 9:00 a. m.—Freddie Martin Orchestra  
 9:00 a. m.—Breakfast at Keller's (S)  
 9:15 a. m.—One Man's Opinion—ABC  
 9:20 a. m.—Song of the Day  
 9:25 a. m.—Betty Crocker—ABC  
 9:30 a. m.—Future Farmers of America (S)  
 9:45 a. m.—Newscast  
 10:00 a. m.—Saddle Rockin' Rhythm  
 (M-W-F)  
 10:00 a. m.—Robin Hood Hoedown (T-Th)  
 10:00 a. m.—Meet Your Neighbor (S)  
 10:15 a. m.—Kitchen Talks  
 10:30 a. m.—Slim Wilson Show  
 10:30 a. m.—What's New (S)  
 10:45 a. m.—To Be Announced  
 11:00 a. m.—Ozark Farm Hour  
 11:00 a. m.—Know Your Presidents (S)  
 11:15 a. m.—Markets  
 11:20 a. m.—Farm Hour  
 11:30 a. m.—College of Agriculture  
 11:30 a. m.—Basketball Clinic (S)  
 11:35 a. m.—Farm Hour  
 11:45 a. m.—Here's To Vets. (S)  
 11:55 a. m.—World News In Brief  
 12:00 noon—R.F.D. Roundup  
 12:15 p. m.—Goodwill Family  
 12:30 p. m.—Newscast  
 12:45 a. m.—Man on the Street  
 1:00 p. m.—Victor Lindlahr—ABC  
 1:00 p. m.—Metropolitan Opera—ABC (S)  
 1:15 p. m.—Ma Perkins

1:30 p. m.—Young Dr. Malone  
 1:45 p. m.—Judy and Jane  
 2:00 p. m.—Black's Wax Works  
 2:15 p. m.—Haden Trio  
 2:30 p. m.—Korn Kobblers  
 2:45 p. m.—Down Home Folks  
 3:00 p. m.—Luncheon Club—ABC  
 3:25 p. m.—Musical Interlude  
 3:30 p. m.—Goodwill Family  
 3:45 p. m.—Derrel Friend  
 4:00 p. m.—Newscast  
 4:15 p. m.—Markets  
 4:25 p. m.—Williford Says  
 4:25 p. m.—Ark. Conservation Comm. (S)  
 4:30 p. m.—Weatherman Williford  
 4:35 p. m.—Everett Mitchell (M-W-F)  
 4:35 p. m.—Interlude (T-Th-S)  
 4:40 p. m.—Program Notes  
 4:45 p. m.—Jim Allen  
 4:45 p. m.—Stars on Parade (S)  
 5:00 p. m.—Jack Hunt  
 5:00 p. m.—Scouting the Stars—ABC (S)  
 5:05 p. m.—Sat. Strings—ABC (S)  
 5:15 p. m.—Ozark Newsettes  
 5:30 p. m.—Meet the Band  
 5:30 p. m.—Harry Wismer—ABC (S)  
 5:45 p. m.—Christian Science (S)  
 6:00 p. m.—Newscast  
 6:15 p. m.—Sports Spotlight  
 6:25 p. m.—Edwin C. Hill—ABC  
 6:30 p. m.—Lone Ranger—ABC (M-W-F)  
 6:30 p. m.—Jack Armstrong—ABC (T-Th)  
 6:30 p. m.—Buzz Adlam—ABC

**SUNDAY PROGRAMS**

6:30 a. m.—Presbyterian Hour  
 7:00 a. m.—Rev. Hitchcock  
 7:30 a. m.—Newscast  
 7:45 a. m.—Happy Hollis Warren  
 8:00 a. m.—Words of Life  
 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.—Negro College Choir—ABC  
 10:00 a. m.—Voice of Prophecy—ABC  
 10:30 a. m.—Hour of Faith—ABC  
 11:00 a. m.—National Guard Show  
 11:15 a. m.—First Baptist Church  
 12:00 noon—Public Service Program  
 12:30 a. m.—Newscast  
 12:45 a. m.—Drury Quarter Hour  
 1:00 p. m.—Billy Graham—ABC  
 1:30 p. m.—Mr. President—ABC  
 2:00 p. m.—Revival Time  
 2:30 p. m.—Fine Arts Quartette—ABC  
 3:00 p. m.—Revival Hour—ABC  
 4:00 p. m.—Lutheran Hour—ABC  
 4:30 p. m.—Greatest Story Ever Told—  
 ABC  
 5:00 p. m.—Drew Pearson—ABC  
 5:15 p. m.—Monday Headlines—ABC  
 5:30 p. m.—Ted Mack—Family Hour—ABC  
 6:00 p. m.—Newscast  
 6:15 p. m.—Jordanaires

- 6:30 p. m.—Mystery File—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.—American Album of Familiar Music—ABC
- 9:00 p. m.—Sunday Evening Altar
- 9:15 p. m.—Paul Harvey—ABC
- 9:30 p. m.—George Sokolsky—ABC
- 9:45 p. m.—Harry Wismer—ABC
- 10:00 p. m.—Newscast
- 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.—Inner Sanctum—ABC
- 7:30 p. m.—Henry J. Taylor—ABC
- 7:45 p. m.—Spotlight on Industry
- 8:00 p. m.—Martha Lou Harp—ABC
- 8:15 p. m.—Manhattan Maharja
- 8:30 p. m.—Johnny Desmond—ABC
- 9:00 p. m.—United—or Not?—ABC
- 9:30 p. m.—Talking It Over—ABC
- 9:45 p. m.—As We See It—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—John Kennedy—ABC
- 10:35 p. m.—Speaking of Songs—ABC
- 11:55 p. m.—News—ABC

**TUESDAY NIGHT**

- 7:00 p. m.—Modern Romances—ABC
- 7:30 p. m.—Quick As A Flash—ABC
- 8:00 p. m.—America's Town Meeting—ABC
- 8:45 p. m.—New Frontier
- 9:00 p. m.—Million Dollar Ballroom
- 9:30 p. m.—Author Meets Critics—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—John Kennedy—ABC
- 10:35 p. m.—Treas. Show—ABC
- 11:55 p. m.—News—ABC

**WEDNESDAY NIGHT**

- 7:00 p. m.—American Agent—ABC
- 7:30 p. m.—The Fat Man—ABC
- 8:00 p. m.—Rogues Gallery—ABC

- 8:30 p. m.—Proudly We Hail
- 9:00 p. m.—Remember When
- 9:30 p. m.—The Martinique—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—John Kennedy—ABC
- 10:35 p. m.—Martinique—ABC
- 11:55 p. m.—News—ABC

**THURSDAY NIGHT**

- 7:00 p. m.—Modern Romances—ABC
- 7:30 p. m.—Quick As A Flash—ABC
- 8:00 p. m.—Original Amateur Hour—ABC
- 8:45 p. m.—Robt. Montgomery—ABC
- 9:00 p. m.—Million Dollar Ballroom
- 9:30 p. m.—Edgewater Beach Hotel—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—John Kennedy—ABC
- 10:35 p. m.—Illusion—ABC
- 11:55 p. m.—News—ABC

**FRIDAY NIGHT**

- 7:00 p. m.—Private Detective—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.—Sports Report—ABC
- 10:30 p. m.—News Commentary—ABC
- 10:35 p. m.—Dance Band—ABC
- 11:55 p. m.—News—ABC

**SATURDAY NIGHT**

- 7:00 p. m.—Shoot the Moon—ABC
- 7:30 p. m.—Marry-Go-Round—ABC
- 8:00 p. m.—What Makes You Tick—ABC
- 8:30 p. m.—J. Steward—ABC
- 9:00 p. m.—Million Dollar Ballroom
- 9:30 p. m.—Dixieland Jambake—ABC
- 10:00 p. m.—News
- 10:15 p. m.—Tops in Sports—ABC
- 10:30 p. m.—Popular Orchestra—ABC
- 11:55 p. m.—News—ABC

**HAPPY BIRTHDAY TO:**

Orville Price	January 3
Lonnie Robertson	January 8
Wan Hope	January 16
Lou Black	January 17
"Si" Siman	January 17
Derrel Friend	January 19
Thelma Robertson	January 19
Leonard Rader	January 24

The staff wishes to convey their appreciation to all who so kindly remembered their birthdays during 1950 with greeting cards. We wish that it had been possible to send our regards when yours rolled around. Have a real nice one in '51, won't you?

**WHAT'S NEW FOR '51**

(Continued from page FIVE)

Starting Jan. 15th, Proctor & Gamble will bring you "Black's Wax Works" 2:00-15 pm., Mon. thru Fri. in interest of their quality household necessity Cheer. The best in recorded favorites with KWTO's Prog. Dir. Lou Black.

Don't forget **Taystee's** new program—it's a dandy. Still at the same time, 8:15-25 am., Mon., thru Fri. Taystee now presents the **Taystee Trio** in 10 minutes of song styled the way you like it.

There's lots more but space doesn't permit. Listen daily at 4:40 for Program Notes.

**RADIOZARK ENTERPRISES**CONT. FROM  
PAGE THREE

Company and released over 75 stations; "Dr. LeGears Pioneers", heard over 110 radio stations; the "Haden Family" Series for the Sunway Vitamin Company; the "Robin Hood Hoedown" featuring George Morgan



Radiozarks Sales Mgr. John Mahaffey

for the International Milling Co.; and "Visitin' Time" for the Morton Salt Company. In addition to these program features there are the specially produced and transcribed "Spot" campaigns Radiozark prepared for Barton Dyan-Shine, Bromo Quinine, Security Feed Mills, Napina Feeds and others. Here in the Ozarks no one needs an introduction to "Shorty" Thompson and his famous "Saddle Rockin' Rhythm" Gang so it will be quite understandable when we tell you that one of the most successful open-end series Radiozark has transcribed to date has been "Saddle Rockin' Rhythm". This show (156 quarter hours) has run on 150 stations in the U. S. and for over one year has been sponsored by the Imperial Tobacco Co., on the All-Canadian Network. Equally successful but, with a lesser number of shows transcribed, is the "Carter Sisters and Mother Maybelle with Chet Atkins" series, and the 200 individually cut library selections by the famous "Jordanaires Quartet" which are now being used in program building by 30-odd stations. And to this we may add the company's cutting of numerous records for release by all the major labels. It's an inter-

esting, intriguing game, this recording and transcribing business and we believe you'll agree Radiozark Enterprises has been playing to it to the hilt.

What's in store for '51? Well . . . "Si", Joe Slattery, "Slim", "Shorty" and Sue have been in Hollywood since the day after Christmas. With that knowledge and noting the pictures at the beginning of this narticle you've probably guessed. A NEW transcribed series to add to Radiozark's laurels . . . the "SMILEY BURNETTE SHOW". That's right, 78 quarter hours (with 78 more to be transcribed in May) featuring the "Clown Prince of Radio", himself . . . Comedy and song as only Smiley can provide it plus the swell-elegant music of the Whippoorwills, the songs of Sweet Georgia Brown and some guest appearances of our own Slim Wilson. Smiling Joe Slattery takes care of the announcing on the series and as we've heard a couple of the first shows we're predicting a big hit. They'll be released shortly and we'll let you be the judge.

Perhaps, from all this, you've gathered we're pretty proud of ourselves . . . well, we are. It's mighty nice to know you've succeeded in something you've set out to do and, that in so doing, you've met public approval. It's the kind of story we like to tell. RADIOZARK ENTERPRISES thanks YOU . . . for helping in making it all possible.

Radiozarks Recording Eng. Al. Stone



## HILLBILLY HEARTBEATS

(Continued from page FOUR)

had to dwell on the things of the past—which they say makes you old. It doesn't, it makes you sweet. The simple things of life—the dreamers and the sowers and the reapers, the "lovers and the losers," the spinners in the sun, the cedars on the top of Old Piney and the blue gentians that grow in the hollow. The old rocking chair that grandma sat in and rhymed her frail body to the evening wind. The little bunch of pansies pressed in the Bible that yet beat their dead fragrance into your heart strings. The fire on the hills winding like a golden serpent on a summer evening and as Coral Amy Wilson says "Come look at it! Come and set, stranger—thar in that hick'ry che'er and let peace sink into yer soul!" Yes, these are the things that matter. And nothing matters unless it matters in the heart. People sometimes crack up mentally who do not "think on these things."

And so, friends, for this unpredictable and trembling year of 1951, let me send you my best and most loving wishes. You have been wonderful to me this year—by the thousands! Keep the faith and keep peace in your soul.

Goodbye—and "God love ye." **MAY**

## INQUIRING REPORTER

**Bettie Low:** Did you ever make a New Year's resolution that you kept?

**Mary Elizabeth Davison:** I think I made quite a few when I was younger, but I don't remember ever keeping one. And since I always seemed to forget about them, I just stopped making New Year's resolutions altogether.

**"Sully" Sullivan:** Never! I make a few every year, but I can't remember as I have ever kept one. They always seem to slip my mind.

**Bob White:** I've never made a New Year's resolution. When I decide to make one it doesn't have to be on New Years, and once I have made one—I don't break it! I think the best way to remember one once you have made it is to try and apply it to things you do during the day, and if you keep doing this it becomes more of a habit than a resolution.

**George Earle:** Yes . . . !! I kept one locked up in my desk for three weeks.

**Junior Haworth:** Making New Year's resolutions and keeping them are two different things. I make some every year, but it seems the ones I make are either so hard that I just don't keep them or so easy that I forget one once I have made it. I think

## GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



Here's a brand new DIAL monthly feature for you . . . hope you approve. It's designed as a sort of guessing game and if you're an old KWTO fan and especially a DIAL reader you should find the feature both enjoyable and easy. Each month we'll publish a photo taken of a member of KWTO's radio family when they were young . . . perhaps a baby picture (as above) or maybe a snapshot taken when the featured person was a child. A few tips on the identity of the subject will accompany the "pic" and then taking into consideration any likeness you can see in the photo and the radio personality as you know him today you're to decide who's who. The first THREE correct answers received each month will be awarded a FREE year's subscription to the DIAL. (If winner is already a subscriber — a year's extension). Fair enough? The answer, with recent photo of subject, (for comparison) will be printed in the following month's DIAL.

The young gentleman above (in spite of those beautiful eyes and curly hair it is a boy) is seldom heard on the air. Today he is an executive in the KWTO radio family. He has been with the station over 14 years. He's a native Missourian, born 5 miles south of Dunnegan. Attended school at Rosebud and SMS, is married and has two sons. You've seen his picture in the DIAL often—once very recently. NOW . . . GUESS WHO?

the only thing for me to do is to just stop making resolutions altogether.

**DEAR DIAL:** . . . . .QUESTIONS ABOUT KWTO  
FROM OUR DIAL READERS

Q. Would enjoy seeing a Family Portrait of Bill Bailey's Family. (Miss M. D., Washburn, Mo.)

A. Thank you—will see what can be done.

Q. I would like to see a picture of Charlie and Momma Haden in the Dial. What school does Sharon Kay Haden attend? Does Derrel Friend have any relation in Jordan, Ark.? (N. G., Norfolk, Ark.)

A. See "Family Portrait" (Dec. '50) for picture of the Haden Family. Sharon Kay goes to Sunshine School. Derrel tells us he does not have any relatives in Jordan, Ark.

Q. Where is Russ Davis? (Mrs. H. H., Carthage, Mo.)

A. Russ is now in Chicago doing television and radio announcing.

Q. Is Derrel Friend a brother to Elda Layman that sings on WIBW, Topeka, Kans.? (Mrs. M. C. B., Bartlesville, Okla.)

A. No.

Q. I still keep listening for that song from Dale Parker. It doesn't seem right to know he is there when he doesn't sing. Why doesn't he sing anymore? How old is Slim Wilson? Which is the older — George Rhodes or Slim? Could we hear Doc Martin play the French harp? (Miss N. G., Norfolk, Ark.)

A. Dale is an instrumentalist, not a vocalist—sorry. Slim is 39. There is just a few months difference between his and George's age. I will speak to Doc about the French harp.

Q. Does Mary Jane Haden have a new baby? Is Mary Elizabeth married and does she have any children? (D. W., Ava, Mo.)

A. No, Tommy is the youngest member of the Carl Haden family—age 5. Yes, Mary Elizabeth is married. Her name is now Mrs. Ellis Davison. The Davisons do not have any children.

Q. Would like to see Jack Hunt's picture in the Dial if you use pictures of transcribed musicians. (J. L. H., Oldfield, Mo.)

A. To date, the sponsor has not answered our request for Jack's picture—we'll write again soon.

Q. Would like for Floyd (Sully) Sullivan to have some time on the air. We miss him so much. (Mrs. G. A. M., Republic, Mo.)

A. Mr. Sullivan has retired from air work and, except for special broadcasts, devotes himself to the all important task of being KWTO's News Editor.

Q. Do you have a book for sale which contains the song "My Name Is Written There"? (Mrs. W. C. Liberal, Mo.)

A. Sorry—the only book KWTO has available is the "Goodwill Family Songbook, No. 2" and this number is not included.

Q. Who did the Hook Rug Maker sponsor when it was advertised on KWTO? (Mrs. M. A. A., Plato, Mo.)

A. Wilson Brothers.

Q. What was Bill Bailey's wife name before she was married? (Mrs. J. B., Montreal, Mo.)

A. Louise Looney, her home was Shawnee, Okla.

Q. I would like to see Al and Lee Stone's picture on the back cover soon. (Mrs. W. J., Monett, Mo.)

A. Watch "Family Portrait" for the Stones real soon.

Q. Why is it we never hear the whole Haden Family anymore? What does Uncle Carl do?

A. All except Uncle Carl and the Trio have retired from the air. Carl is employed by KWTO as an announcer.

Q. Would like to see a picture of Doc Martin on the back cover real soon. (Miss D. B., Sleeper, Mo.)

A. Watch "Family Portrait" for the Martin Family soon.

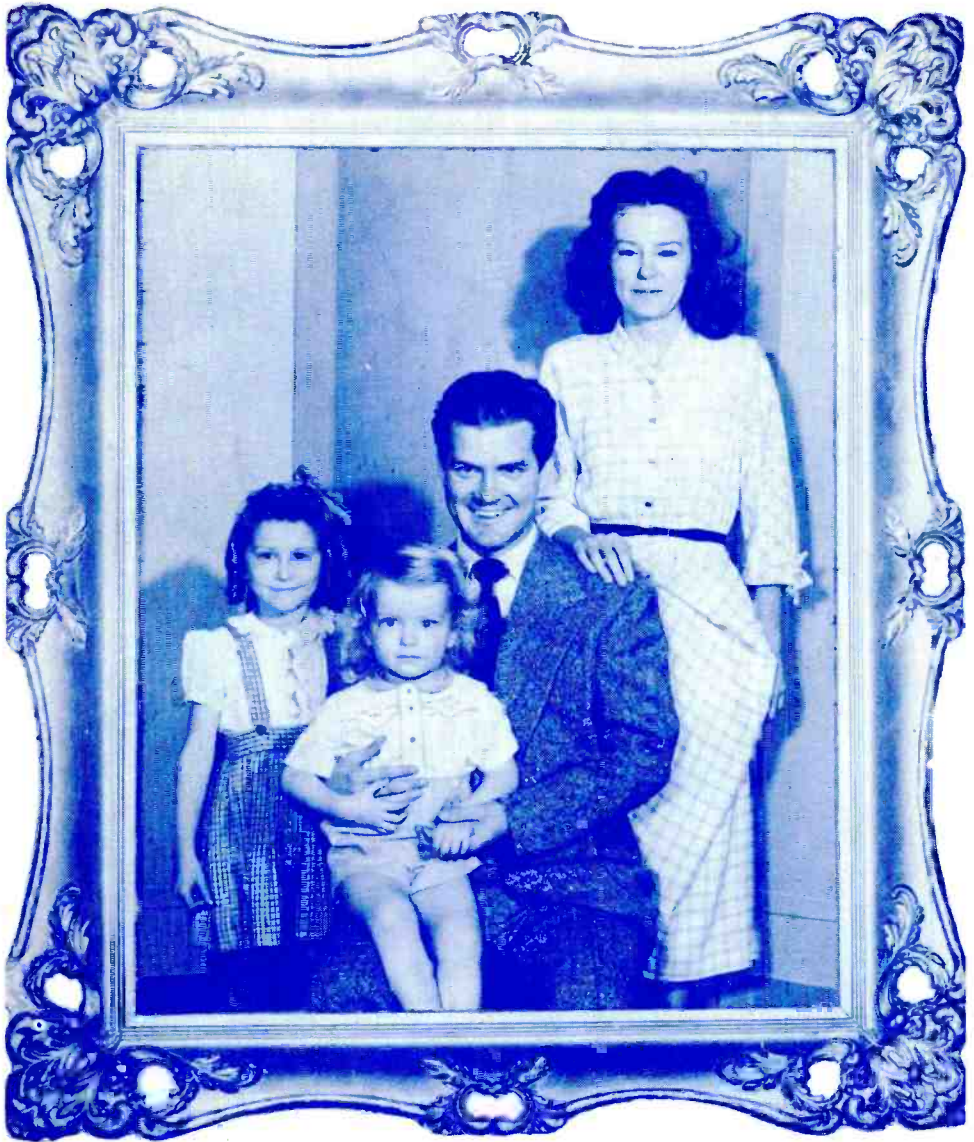
Q. Couldn't we have the Little Crossroads Store at Ozarkanna Corners back on KWTO again. It was certainly one of my all-time favorites. (B. Mc., Roy, Mo.)

A. Thanks B. Mc., there's a few thousand others who agree with you and we're complimented. There has been serious consideration given a revival of this old favorite and if it were simple as making a decision it would be back on the air tomorrow. George Earle, who wrote the script for the show and played several of the principle characters, is now KWTO's Continuity Chief and a very busy gentleman. We may do it—time will have to tell.

Q. How about a good picture of Dickie Wilson, (George Earle's wife)? Could we have a picture of Dale Parker's Family? Does Junior Haworth have a baby boy? How old is he? Are Genie Cain, Bettie Low and Liz Cole married? How many children do Shorty and Sue Thompson have? What was Sue's name before she was married? (K. and J. Hardy, Mt. Sherman, Ark.)

A. See back cover (Dec. '50) for Dickie. Watch "Family Portrait" for the Parker Family. Yes, Junior has a baby boy. David Lynn was 1 year old the 29th of December. Genie, Bettie and Liz are not married. Shorty and Sue have two boys. Sue's maiden name was Sue Nelson.





## *Family Portrait*

Mr. and Mrs. Charles William Hesington, daughter Bonnie Sharon and son Craig Charles Hesington. "Chuck", "Bunny", Bonnie Sharon and Craig are the names by which we know them best. Mrs. Hesington was formerly Miss Dolores Louise Kincaide and she and "Chuck" were married June 14, 1943. "Chuck" and Bonnie Sharon hail from the state of New Jersey, "Bunny" from Florida and young Craig are native Missourians. Craig admits the ripe age of 2½ years, while Bonnie Sharon is 6 and mother and dad confess to 25 years apiece. A mighty nice family—don't you think? We do.

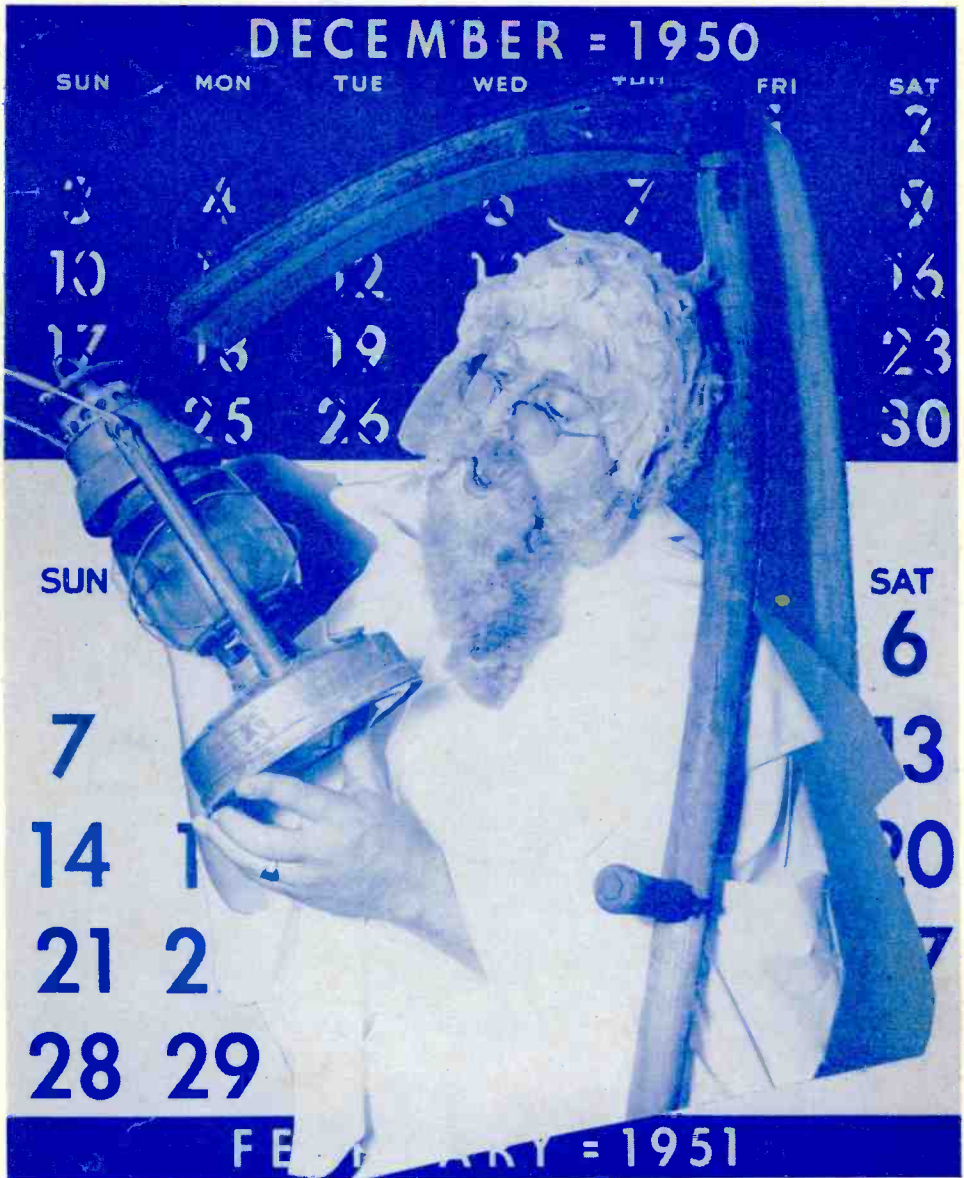
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★ ADIEU to YOU in CORNY RHYME from FATHER TIME ★

It would seem a New Year is due,  
Knowledge known, to quite a few.  
Of course, not the least of these,  
Is this old gent with the weary wheeze.  
Twelve full months he's been around,  
And good and bad, in plenty he's found.

Now out goes his light—just one good blow,  
And it's good-by to '50, that we know.  
So long ole' fellow, we can't say we're sad,  
For we've great hopes for this brand new  
lad.  
In '51 we'll stick to our jobs,  
So don't you worry, Eatherham Hobbs!