

The
KWTO
DIAL

10c

DEC. • 1951

The Dial has been published since Aug. 15, 1941, for 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.

This issue of the KWTO Dial marks the conclusion of this publication. Refunds on unexpired subscriptions will be mailed to all qualified subscribers approximately January 1, 1952. For details of the mechanics of the "cease publication" order, may we refer you to the item on page 17.

"THE DIAL'S LAST TURN"

The chosen title for our final message to the Dial's many friends and subscribers is borrowed from *BIAS*, Springfield's Weekly Newsletter, Edited and Published by Mr. George Olds. In the November 28, issue of *BIAS*, Mr. Olds wrote:

"After ten years, the Dial is being tuned out. Subscribers to the monthly publication of Radio Station KWTO—12,000 of them in Missouri, Kansas, Arkansas and Oklahoma—have already been notified that the December, 1951, issue will be the last."

"The Dial started publication on August 15, 1941. Carl Ward, now General Manager of WCBS in New York City was its first Editor. Subsequent editors included, Ralph Nelms, James Fuson, Jean Lightfoot Kappell and Bill Bailey, who has the unpleasant task of folding up the paper."

It's interesting to note the whereabouts of the past Editors of the Dial at this time. As we've already mentioned, Carl Ward, the Dial's first Editor (Aug. 1941—May 1942) is now General Manager of WCBS, Columbia's Key station in New York City; Ralph Nelms (June 1942—Jan. 1947) now President of Nelms Advertising Agency, Springfield, Mo.; Jim Fuson (Feb. 1947—Aug. 1947) now with the Promotion Department of General Motors, Detroit, Mich.; Jean Lightfoot Kappell (Sept. 1947—Oct. 1950) now living in West Milton, Ohio and writing syndicated newspaper column; and "Yours Truly," Bill Bailey, who has had the pleasure of serving in that capacity since Nov. 1950. Plans call for me to stick around in the capacity of KWTO's Promotion Manager, and Publicity Director. Naturally, I'll greatly miss the Dial, but many special plans for keeping us close to our listeners are in the making.

Again quoting Mr. Olds item in *BIAS*: "In the beginning, the Dial was a tabloid size newspaper, printed monthly. Today,

it is a 20-page, slick-paper magazine, slightly smaller in proportions than *Bias*, well-filled—as it has always been—with pictures and feature stories about KWTO and other personnel of the Station. Weatherman C. C. Williford, and May Kennedy "Hillbilly Heartbeats" McCord, were popular contributors. The Dial was killed by the high cost of publishing, but though the Dial is dead, promotion minded officials of KWTO have no intention of halting the Station's Public Relation program."

We feel that *BIAS* has briefly and concisely told the story. Editor, George Olds, like many thousands of others throughout KWTO's coverage area, has long been considered one of the Dial's best friends.

In seeing this last issue go to press, we could not help feeling a deep twinge of regret that we shall, at least for the present, be denied the privilege of visiting with these friends and neighbors through the pages of our magazine. It would be impossible to enumerate even a small portion of the kindnesses that have been extended to the Dial, its staff and the station's personnel during the ten years we have been privileged to publish the Dial.

We look back with many fond memories on the thousands of friendships that have been cemented and we look forward to the day when we may perhaps again be permitted to come calling at your home in the same manner in which we have become accustomed since the Dial's inception. With these hopes so strong we will not attempt to say "good-bye" but rather "so-long" and as always, "you'll be hearing from us at 560".

The entire KWTO Radio Family will as always be striving to merit the slogan we so proudly proclaim—"your friendly Ozarks neighbor".

Sincerely, Bill Bailey, Editor.

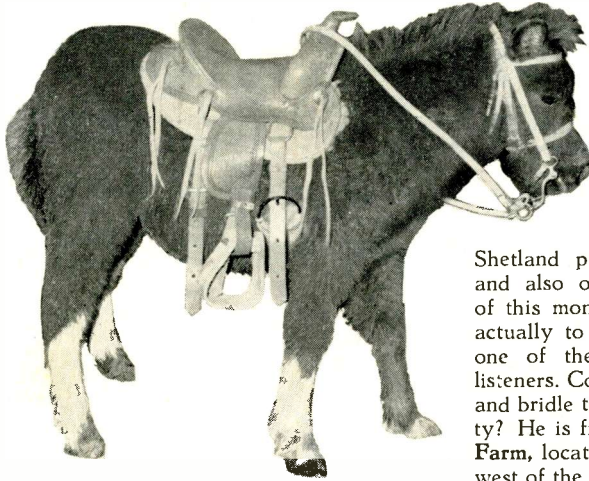
"THE CHILDREN'S HOUR"

KWTO Instigates Special Quarter-Hour Early Evening Show for "Small-Fry" and Offers Shetland Pony as Gift to Some Lucky Youngster for Christmas.

What child wouldn't like to own the cute little Shetland pony pictured in the center of this page? Yes . . . to OWN it as HIS (or HER) VERY OWN. Well, that's going to be the case for some very lucky youngster, and all in time for Christmas too. You see, it's being brought about by KWTO's newest program planning in interest of the "small fry" . . . "The Children's Hour". We have realized for some time that there was a decided need for an early evening show especially designed for younger children. There were fine broadcasts for mom and dad,

for older brother and sister, for grandmother and grand-dad but, how about SIS and JUNIOR? Truly, the little tyke didn't have a radio show that was really his own. It seemed to us that there should be a program that would bring STORIES, the classics, those favorite tales that mothers and dads used to tell their children as they gathered around the home hearth; and the newer stories that stir a child's imagination and delight him with their simplicity and charm; MUSIC, the melodies and song written especially to charm the small fry's heart, and perhaps a CONTEST or something of the like in which the young listener could participate. A Program Department conference was called and when Assistant Program Director-Chief Announcer, **Joe Slattery** was asked what kind of a show he would like his small children to hear (he's the father of three), his ideas were so good that he was assigned the job of producing just the show he had in mind. The result—THE CHILDREN'S HOUR, now heard each afternoon, **Monday through Friday, 5:30 to 5:45 p.m.** We're willing to wager that this fifteen minutes will shortly become one of the children's favorite airtime treats. In fact, as these lines are written, the program is well underway, and Uncle Joe is receiving an average of over 100 letters a day from

his small listeners. Of course, with the Christmas season right upon us, and the stories that Joe is relating about that wonderful time of the year, music of St. Nicholas, the Christmas Fairies, Jingle Bells and all the rest, there is plenty in the Program's content to hold the interest of every boy and girl. And then just think, to top that off, there is the



WHAT'S MY NAME?

Shetland pony pictured here and also on the front cover of this month's Dial which is actually to be given away to one of the Program's small listeners. Complete with saddle and bridle too. Isn't he a beauty? He is from **Barrett's Pony Farm**, located on **Route 6**, just west of the City of Springfield. The young fellow was only three months old when the

picture was taken, but will pass his four month birthday and be fully broken by the time the presentation is made on Sat., Dec. 22. How's that lucky boy or girl going to win this pony? It's really very simple. Uncle Joe invites the youngsters to tell in his own words, why he or she would like to own the pony if it was theirs, what would be its name. Isn't that easy? The facts of the contest are these: First, it is open to any child in the KWTO listening area, 10 years old or younger. Second, they must write a letter to **Uncle Joe, in care of the Children's Hour, KWTO, Springfield, Mo.**, giving the name that they would choose and in their own words, the reasons they would like to have the pony. Now, we all know that these young folks very definitely have minds of their own. Most of them have very good reasons why they would like to own a pony, and undoubtedly have expressed those reasons to Mom and Dad many times previously. Why not ask them? If they are too young to do their own writing, it's no barrier to them entering the contest. Mother or Dad can write the letter for them, but should be sure they express the child's desires in his own words. If he tells you at great length why he wants to own the pony, that's all right, there's no word limitation to worry about. (Continued on page FOUR)

"THE CHILDREN'S HOUR"

(Continued from page THREE)

If the child is able to do his or her own writing, let them do it. The charm of the youngster's own hand writing only adds to the sincerity and joy of his letter. The contest closes as of Midnight, Wednesday, December 19, and all entries must be in the mail and postmarked not later than that date. Each letter will be carefully read and judged by a committee composed of Mrs. Margaret Martin, of the Girl Scouts, Miss Jane Younger, Greene Co. Librarian, Mr. Melvin Tudor, of the Boy Scouts of America, Mr. Ralph Nelms, President of the Nelms Advertising Agency of Springfield, and Mr. Jim Cook, an Officer of the Missouri Cripple Children's Society, Vice-President of the Board of Trustees, Burge Hosp. As we have already stated, the pony will be awarded on Sat. the 22, and great plans are already being made for a presentation ceremonies in front of the KWTO Radio Home. Time and details will be announced later. It goes without saying that we would like every child to have a chance to own this pony as his very own, so don't forget to keep the children listening to THE CHILDREN'S HOUR broadcast each day, and see that they get their entries in in sufficient time. We know that the CHILDREN'S HOUR is the type of program that every mother and father would want their children to enjoy. As it's designed especially for them, we naturally would like it to enjoy the largest audience possible. Incidentally, and this is a note for adult eyes only, our cover picture this month which shows the pony to be given away with the jolly old St. Nicholas, was specially posed for this purpose. In reality St. Nick. is in the person of Mr. Raymond Keltner, KWTO's genial Sales Manager. We won't tell the youngsters that, will we? And just think of the joy in some small fry's life when Ray (or should we say Santa Claus) hands the reigns over to the new owner on Sat. morning, Dec. 22. **Good luck, good listening and Merry Christmas, kids!** We do hope you're enjoying KWTO's new show which is **specially for you.**

News Item: Mr. and Mrs. Don Jenkins, (Mrs. Jenkins is the former Pat Bowman, of KWTO's Continuity Department) announce the birth of their first son, **Stephen Ross**, weight 10 lbs., born Nov. 27. Pat and Don now live in **Topeka, Kans.**, where Don is employed as an Efficiency Engineer for Goodyear. Congratulations to the proud parents.

PORTSIDE PATTTER by G. E.

Well, swell people, this is the last issue of the KWTO DIAL . . . at least for a while. My fingers are crossed and I'm hopeful that this is only a temporary expediency, as explained by Editor Bill Bailey. Perhaps in the not too distant future, we shall come forth with an even greater KWTO publication, when shortages and prohibitive costs are a thing of the past.

Meanwhile, remember we will still be doing business at the "same old stand"—KWTO, striving to please you as "your radio station" and abiding by the wishes of the majority in programming and station policy.

So this is not goodbye. Let's just call the discontinuance of the DIAL a "vacation" and hope that it will come back, when the time warrants, well rested and ready for a greater era than ever. Although I shall miss you through the hallway of this column, I shall look forward to seeing you on your visits to the "radio home" and when you stop to visit during the "man-on-the-street" broadcasts.

May I extend on behalf of my family and myself best wishes for a **Very Merry Christmas and a Happy, Bountiful New Year!**—George Earle.

BACK ISSUES AVAILABLE

Many DIAL readers will be interested to know that complete sets of 1951 DIALS (Jan. through Dec.) can now be secured in "Back Issue Packets". About 250 of these complete sets are available and as long as they last may be had at a cost of 65¢ per set postpaid. They would make swell Christmas remembrances for any KWTO friend who has not been a DIAL subscriber during the past year. Orders should be mailed addressed to DIAL (Back Issue) Dept., in care of Radio Station KWTO, Springfield. Be sure your name and address is given clearly or the name of the person to whom you want your order sent and that you include the proper amount to cover your order.

We also have had inquiries as to ordering individual back issues. Several have written to say that although they have been DIAL subscribers, this issue or that has been lost or destroyed and they would like to obtain replacements. In most instances all DIALS published for the past 15 months are available in limited quantities, with the exception of the Aug. '51 Anniversary Issue and the current issue (Dec. '51) these can be had at 5¢ per copy. The Anniversary number and of course this issue will sell for 10¢ per copy. Address all orders as instructed above and don't wait too long to make your request.

INSIDE AT THE STUDIO . . .

NEWS & HAPPENINGS
BY HESINGTON

Just as I got going good as a columnist, word comes from the Editor that this is to be the last issue of the DIAL and that my services will no longer be needed. Well . . . such is life. I'll be writing my bit this month with a sad heart . . . (even my old typewriter seems to have a tear in its (i), eye, that is.) Could you took it? . . . anyway, here's what I found out around the studio this past month.

First: . . . thought you might like to see a brand new picture of the **Whippoorwills**, that now famous musical group that used to be on our KWTO talent roster and who are still being heard on our airwaves. See below:—it's a "pic" taken recently while the "Whips" were on personal tour with **Roy Rogers**. Of course, in the picture you'll see Roy, his beautiful wife, **Dale Evans** and **Pat Brady**. In the back row in the usual order are the **Whippoorwills**, **Dusty**, **Roy**, **Georgia Brown**, **Gene** and **Doug**. Georgia and the Boys come to see us about once a month (they are here now as I write this column) when they are in our **RadiOzark Studios** to record the **George Morgan-Robin Hood Shows**. Usually, if time permits, they step in to help the KWTO Gang render a number or two on one of the "live" air shows and to say "howdy" to many old friends here in the Ozarks. Of course, you're

hearing them regularly over the station on **every Mon., Wed., and Fri., at 5 p.m.**, as they play their part on the **Smiley Burnette Shows**. We understand around the first of the year the "Whips" are to start making Western Movies with **Roy Rogers and Company**. Add that to the acceptance they have already received in radio all across the country and you have a real success story . . . huh? We're mighty proud of them and wish them continued "loads of luck."

Item No. 2 is what we might call **REAL LIFE DRAMA**. **Si Siman, RadiOzark Gen. Mgr.**, was returning home from the Springfield Airport a little after 1 a.m. one morning recently when suddenly a rabbit darted in front of his car. Almost impulsively, Si cut his wheels to avoid hitting it . . . but, **THUMP**, it was too late. He regained control of the car, stopped and decided to go back and pick up the little creature. (After all . . . no use making it a double tragedy by missing a good rabbit supper.) Sure enough, there was the rabbit, still as death but hardly marked so. Si placed it on the floor of the front seat and proceeded homeward. Driving along, musing the cruelties of life and perhaps dreaming of an unexpected treat the rabbit (only stunned) suddenly came to life, leaped directly up in
(Continued on page THIRTEEN)



STRAFFORD, MO., HONORS FAVORITE SON

"For there's no place like your old home town". Isn't that the way a line goes in the old song? At least, it well expresses how our good friend, **Bill Ring**, feels of his home town, **Strafford, Mo.**

Bill was reared in Strafford, went to school there, and the night of **Nov. 16**, the whole town and surrounding territory turned out to tell Bill that they were equally as proud of him and his accomplishments in his chosen profession. This year the Strafford, Mo., High School combined their **Annual School Carnival** with a **Bill Ring Day**, and what a time was had by all! It was an honor that Bill will not likely forget.

While Strafford, Mo., cannot claim Bill as a native son, (he was born in Dallas, Tex., Dec. 1, 1913) he is still one of Strafford's children and likely always will be. Bill's parents, **Mr. and Mrs. W. S. Ringenberg**, were in Dallas on that eventful December morning when Bill put in his first appearance, as Dad Ringenberg was a contractor and at the time was in the Texas city on a job. Shortly after Bill's birth, the family returned to Strafford, and it was there that Bill grew into young manhood. He went to school, graduated with the class of '31 at the age of 17. He was a star basketball player for Strafford High for four straight years, and at the same time was developing a swell baritone voice that was to bring him fame during later years throughout the entire country. Back in school, Bill loved to sing so well, that he took every opportunity to do so. In the summer months he "plugged" songs in the Springfield Dime Stores and later worked for a local theatre being known as the "**Singing Usher**". It was at this time that **Ralph Foster**, newly arrived in Springfield with his pioneer radio station, heard Bill sing and . . . you know the rest.

Bill rapidly became a top KWTO radio personality. He has remained a star and one of the area's outstanding favorites for many years.

In 1942, he was offered a staff announcing job with one of the major networks in Chicago. But the following year, Bill joined the Navy and after the war returned to his native Ozarks. Two years ago he became the official **Goodwill Ambassador** and **Radio Emissary** for the **Taystee Bread Corporation**, and again took up residence in the State of his birth, Texas. In Houston, where Bill headquartered, and from which point he had the pleasure of originating many outstanding radio and television shows, the residents and all the citizenry of the "Lone Star State" soon made him a favorite.

Bill's transcribed "Smile" programs, in which he portrays the singing "**Happy Jack Tucker**" for **Mrs. Tucker's Foods, Inc.**, of **Sherman, Texas**, have made his name a household word over much of the Midwest.

The Rings are now living in Springfield again. Bill is presenting "**Bill Ring Time**" for Taystee over **KWTO, 8:15 a.m. Mon.** through **Fri.**, and also producing the **George Morgan—Robin Hood Show** for the **International Milling Co.** Both Mrs. Tucker's "Smile" program and the Robin Hood Show are transcribed in Springfield by KWTO's Sister Company, **RadiOzark Enterprises.**

And so, on November 16, these achievements plus the fact that Bill is and always has been a "regular fellow" were lauded by Bill's "home town folk" at Strafford. The big affair was held in the Strafford High School Gym-Aud.

For several days prior to the 16th, practically every school child and citizen for miles around displayed a lapel tag which proclaimed "I am celebrating Bill Ring Day". The store windows were adorned with posters announcing the big affair, and it was a celebration that the Strafford School and the town can well be proud.

The night's program opened with the processional played by the **Strafford High School Band** under the direction of **Jane Ross**. Then the entry of the Royal Court Members, which were the candidates of the various classes for the honor title of King and Queen of the Carnival. **Mr. Hoyt Shumate**, Supt. of Schools at Strafford, 1929-34 and one of Bill's old "Prof's" introduced the honor guest, Bill Ring, who then presided at the Coronation of Sophomores, Shirley Brake and Jerry Norbury, the successful royal candidates.

Following, the audience was treated to a program of entertainment by Bill, who was accompanied by **Zed Tennis** and **Bob White** of the KWTO staff. The show was an outstanding success, but the most surprised person of all was Bill Ring. The Strafford High School presented him with a 21-jewel Lord Elgin wrist watch, appropriately engraved on the back with words of esteem from his old friends and neighbors of Strafford, Mo. It was a great evening, for Bill who said he was "**humble and wonderfully proud, of the honors bestowed so lavishly on him and of the citizens of Strafford, who would always, in his heart, be the greatest people on earth**".

Strafford, Mo., perhaps got the greatest joy of all—the joy of honoring and awarding a home town boy who made good.

BILL RING DAY

Strafford, Mo.
November 16, 1951



1—Bill Ring performs Coronation Ceremony, installs Shirley Brake and Jerry Norbury, King and Queen of School Carnival. 2—Mr. Hoyt Shumate of M.F.A. Milling Co. and former Strafford School Superintendent, presents Bill with a lovely 21-jeweled Lord Elgin watch. 3—Bill and the Strafford, Mo., School Athletic Coach, Luther Dugan, exchange bouquets and laughter on the program. 4—Bill entertains the assembled crowd. 5—No need to identify Zed Tennis and Bob White who accompanied Bill on numerous favorite songs. 6 and 7—Scenes taken in the "Bill Ring Room" at Strafford High showing array of pictures and publicity that are part of Bill's momentoes. 8—Bill autographs his photos for admiring friends and acquaintances. 9—Another section of the crowd at the end of the show with Bill still wide-eyed at the reception accorded him by his Strafford neighbors.

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

Recently there has been a new outbreak of peculiar things seen in both the day and night skies. They have become so frequent that even staid science is now making note of them and wondering. These big brilliant fire-balls seen over this part of the country, as well as most all other parts, are baffling even those who formerly scoffed at "Flying saucers" as pure imagination.

In these days of world chaos and uncertainty, many prophets are arising and making all sorts of predictions, not the weather, but for the most part, wars, disasters and even the end of civilization and time itself. Most of these prophecies come from religious viewpoints but there are many from scientific sources. Some big name ministers have made predictions of impending disaster, quoting the Book of Revelation while others will quote the old prophets, like Daniel, who said, "But thou, O Daniel shut up the words, and seal the book, even to the time of the end; many shall run to and fro, and knowledge shall be increased"—Daniel 12-4.

Far be it for me to make any predictions along this line but most every one will have to admit that there can be some merit found in many of these predictions, especially that of Daniel who foretold that man would grow very smart toward the end of time. The phenomenal advances in industry, transport, radio, television, atomic power, and now a rocket to go to the moon, would naturally cause some to think that man is getting too smart for his own good and thus the final reckoning day be hastened.

Strangely enough we do not have to refer to the Bible for all prophecies—they may be found in other writings and even some of the classics of literature. One of the most quoted of poet's writings in the matter of prophesy is that of Mother Ship-ton, an English woman born in Norfolk, England, in 1449, forty-three years before Columbus discovered America. If the following bit of verse, which is a quotation from her writings, are authentic, then just check them and see how many of her forecasts have come true:

A carriage without horses shall go,
Disaster fill the world with woe;
In London Primrose Hill shall be
Its center hold a Bishop's see.



C. C. Williford

Around the world men's thought shall fly,
Quick as the twinkle of an eye.

And waters shall great wonders do,
How strange, and yet shall come true;
Then upsidedown the world shall be,
And gold found at the foot of tree;
Through towering hills proud men shall
ride,
No horse nor ass move by his side.

Beneath the waters men shall
walk;
Shall ride, shall sleep, and
even talk;
And in the air men shall
be seen,
In white, in black, as well
as green;
A great man then shall come
and go,
For prophecy declares it
so.

In water iron then shall float,
As easy as a wooden
boat;

Gold shall be found in stream
and stone,

In land that is yet unknown.
Water and fire shall wonders do,
And England shall admit a Jew.

The Jew that once was held in scorn,
Shall of a Christian then be born;
A house of glass shall come to pass,
In England, but alas, alas.
A war will follow with the work,
Where dwells the pagan and the Turk.

The states will lock in fierce strife,
And seek to take each others life;
When North shall thus divide the South.
The Eagle builds in lion's mouth.
Then tar and blood and cruel war
Shall come to every humble door.

Three times shall sunny lovely France,
Be led to play a bloody dance;
Before the people shall be free,
Three tyrant rulers shall she see;
Three rulers, in succession be,
Each sprung from different dynasty.

Then when the fiercest fight is done,
England and France shall be as one.
The British olive next shall twine,
In marriages with the German vine.
Men walk beneath and over the streams,
Fulfilled shall be our strangest dreams.

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THE SEASONS BEST WISHES FROM THE KWTO RADIO FAMILY



No. 1—Department Heads:—From Mgr. and Pub. Dir., Bill Bailey; Prgm. Dir., Lou Black; Cont. Ed., George Earle; Ass't. Prgm. Dir., Joe Slattery; Chief Eng., Fritz Bauer; Sales Mgr., Ray Keltner; (seated) News Ed., Floyd Sullivan; Pres. Gen. Mgr., Ralph Foster; and Ass't. Gen. Mgr., Leslie Kennon.

No. 2—Office Forces:—(L. to R.) Alta McElroy, Radi-

Ozark Sec; Bonnie Nunez, Cont. Dept. Helen Everett, Receptionist; Jean Scherner, RadiOzark Office Manager; Lorraine Force, Cont. Dept.; Edna Boyle, Receptionist; Kitty Boyle, Mail Clerk; Patty Mames, Cont. Dept.; Bettie Low, Dial Circulation Manager; Edna Landt, Business Office; Carolyn Hughes, Business Office; Genie Browning, Traffic Mgr.; Elizabeth Cole, Sales Dept. Sec.

No. 3—Announcers:—Chuck Hesington; Merl Douglas; Dave Estes; Chief Ann. Joe

Slattery; Jim Kendrick.

No. 4—Talent:—(Standing L. to R.) Eric Haworth; Buster Fellows; "Aunt Martha" Baty; Sally Briggs (LaRue Treat); "Slim" Wilson; George Rhodes; (kneeling) Dale Parker; Zedrick Tennis; Program Director, Lou Black; Gerry Osborn; Rec. Librarian, Selby Colfeen.

No. 5—Engineering Dept.:—(Standing L. to R.) Reuel Haymes; Wan Hope; Eddie Otrudovec; Andy Lawrence; Wallis Fender;

Jim Turner; (seated) Chief Eng., Fritz Bauer.

No. 6—News Dept.:—Paul Glynn; Leonard Rader; News Ed., Floyd Sullivan; Joe Stillens; Sportscaster, Vern Hawkins.

Ed's Note:—V. Pres., Sec., and Treas., C. Arthur Johnson; Eng., Norman Rude; Porter Wagoner, Bob White and Bill Fricette were absent on the day these pictures were taken. They join all the rest of the Family in wishing you a Merry, Merry Christmas and a Prosperous New Year.



HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings to everyone — and a Merry Christmas!

I have dreaded to sit down and write this message to you this month, because, as you all know by now, this is the last issue of the beloved DIAL. I cannot tell you how it breaks my heart to give up this communication with you each month and the joy of writing to you. You know, there is something about the written word that is everlasting. Radio is fine and it is a very close and intimate way of getting to know people and talk to them and commune with with them. But the written page stays in cold print long after the echo of one's voice has died away on radio.

I have considered it a privilege to write to you each month and not a task. I believe each of us has. You will miss Sully and C. C. Williford and George Earle and the Dial Editor and all the different things that have been written by almost everyone on the staff. I dare say that not another station in America has had so fine a magazine and outlet for its staff and friends. But as you know, it is not a money making proposition and never was and never was intended as such. And paper and ink and labor go up and up and up each month, just as everything else on the top side of earth does.

I will not say goodbye for I will be on the air at eight-thirty on Sunday mornings and will see you there.

This is the month of Christmas! The Holy Yuletide . . . The Feast of the Nativity! A very sacred commemoration which has stood the test of the years and will stand forever.

Already we have our streets down town decorated in beautiful tinsel. It thrills me just as much now as it always did. A kind of wonder lays over everything at Christmas time. The old dream that will not pass: that holds on in spite of chance and change, and still shakes our spirits with remembered loveliness. It is a dream which is not a dream—it is an imperishable reality.

Some woman sent to the library at Jefferson City to see if they had an article that I wrote for the Globe Democrat of St. Louis, several years ago. In this article I said that down in our country, when a child, we never said "Merry Christmas" on Christ-

mas morning, we said "Christmas Gift!" Of course all you older ones will remember that. And believe me, we expected a gift of some sort too. It might be just an apple or a pop corn ball or a bit of candy. It was like this "trick or treat" business the children do now, on Halloween. I never heard of trick or treat when I was a kid, nor did anyone else. That is a new racket, and believe me it's some racket.



May McCord

When I was a child we never had private Christmas trees in the homes as they did in the cities or back east. They had the trees in the church or in the school houses and they were great big affairs and everybody came from far or near. Someone went out and cut a real huge cedar tree and they dragged it in with a two-horse team, and oh, the smell of it! That's one thing that nobody can ever forget. Such fragrance I don't believe exists anywhere else in the world. Everyone had a

gift on the tree. Each poor child had a bag of candy made by the good women. And some nuts and an orange. But I have always said, and I say yet, that it was cruel to see big "wax dolls" (that's what they had then) being handed to the favored children—the pampered children of well off parents. And bright new sleds to the boys—and all the hullabaloo that Santa Claus would make of it. I can see little eager faces of the poor children watching it all, and chewing their little fingernails. And many of them walked home a mile or more in the snow. Hugging their little bright bag of candy or an orange and not one other thing whatsoever! I believe the public trees were the wrong thing—and yet they were well meant. The children loved the sight of the tree strung with cranberries and popcorn and the small real candles. And these were so dangerous. There was no electricity, of course.

Nowadays people get together and get a sweater or some shoes or something like that for each child. But those days were frugal days, and people didn't seem to have that generosity or public spirit. They would go and help you in sickness and death, plant a crop for a sick neighbor or have a "log raising" and put him up a house. But there was no such thing as "child psychology" and people didn't seem to know the ever-

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KWTO RECEIVES NATIONAL SAFETY COUNCIL CITATION FOR FARM SERVICE PROGRAM

The month of November found KWTO one of thirteen radio stations across the nation receiving the **National Safety Council's Public Interest Award for Exceptional Service to Farm Safety**. Our activities during National Farm Safety Week in 1951 and for the preceding 12-month period were responsible for the honor and as it is certainly the type of recognition we like to receive, we're not adverse to doing a bit of "button popping". The award was conferred at a luncheon given by the Council in the **Conrad Hilton (Stevens) Hotel in Chicago on Nov. 25th** for members of the **National Association of Radio Farm Directors**. KWTO's **Farm Service Director Loyd Evans**, present for the Eighth Annual Meeting of the Association, accepted the award on behalf of the station and below you will see pictured Loyd receiving the beautiful scroll from the hands of **Mr. Paul Jones, Director of Public Information of the National Safety Council**.

KWTO was accorded special praise by the judges for an "exceptionally fruitful farm safety contest among Future Farmers of America Chapters in Southwest Missouri". Loyd reports that the committee was par-

ticularly impressed with this contest because it produced an especially impressive list of accomplishments in actual removal of farm hazards. In addition, the station's "excellent all-around farm safety program of 50 special farm safety broadcasts; 900 references to safety on regular broadcasts and 400 spot announcements during the year" earned for us this much appreciated recognition and honor.

Much credit must go to our Farm Service Director for Loyd Evans almost single handed conceived the various phases of the station's program and carried them through to their very successful conclusion. The **KWTO Farm Safety Contest**, which he had in full swing even before the station management was aware of its existence, was conducted among twenty F.F.A. Chapters of the district. **One thousand dollars in cash prizes**, underwritten by the station and several of its outstanding advertisers, and **KWTO Safety Trophies** were awarded to the winning chapters. The contest ran from May 15th through June 31st and many Dial readers will undoubtedly recall the feature stories of the July and September issues

(Continued on page THIRTEEN)



KWTO RECEIVES AWARD

(Continued from page NINE)

which told of the contests progress and results. First place in the competition was won by the F.F.A. Chapter from **Carl Junction, Mo.**, while second place went to **Jasper, Monett** was third, **Mount Vernon** fourth, **Greenfield** fifth and **Dadeville** sixth. Carl Junction, in winning the coveted first place, had advanced eighty ideas for farm safety, and reported a total of 3,201 individual safety measures taken by residents of 70 farm homes in the Carl Junction area during the six-week contest period. The **Assembly Day** program held **July 28th**, (the final day of National Safety Week) brought the representatives of the winning chapters, along with their advisors, to Springfield in order to receive their awards and to be the guests of the **MFA Mutual Insurance Company** for a dutch lunch held at Phelps Grove Park. An address was given by the **Rev. Roy Fields**, pastor of the **Central Christian Church of Springfield** and the presentation of awards was made by **Mr. Lester E. Cox, Springfield industrialist.**

In view of the important part this contest has played in bringing the National Safety Council's coveted award to KWTO we would again express our earlier voiced appreciation to the boys of the various chapters taking part, and to you folks in the numerous communities and rural areas for your combined efforts in making the KWTO Farm Safety Contest a success. As Loyd Evans expressed it, shortly after the conclusion of the contest . . . **"if our efforts to promote farm safety can prevent but one painful accident our program will have been a great success"**. Now, with national recognition ours, we would add an expression of humble happiness that we have been permitted to function in this manner and that our efforts have been such as to merit the appreciation so amply expressed in the National Safety Council's Citation.

Needless to say, Loyd's attendance to the Radio Farm Directors 8th annual meeting was a most enjoyable affair. He reports not only did he receive much valuable information from the outstanding speakers of the convention but that just swapping ideas with the Farm Service men of other stations brought to light much that he feels can be incorporated in his plans for our territory in the following year. It was Loyd's first trip to Chicago and you know how it is when you turn a country boy loose. He'll spend hours talking about the big city so if you don't like to "chin" look out for the white station wagon.

INSIDE AT THE STUDIO

(Continued from page FIVE)

Si's face, back again, into the rear seat, into the front seat and . . . WELL, brother Si-man's not quite sure as yet just how he got stopped without ending up in a ditch but he did and with no little effort finely cornered **"Harvey"**. (The name the unlucky creature has been "dubbed"—"from the picture of the same name".) Quieted, Si managed to get both he and his newly acquired friend the short distance remaining to his home. "All's well that ends well" . . . but, not quite. As he drove into the garage and attempted to leave the car . . . "Harvey" left too. After all the trouble it's understandable that Si wanted to see the experience through to the end. "Harvey" went under the car . . . Si went down on his hands and knees after him. It was then that Si's wife **Roseanne** came upon the scene. Seeing her usually well behaved spouse down on his hands and knees, clucking for something under the car, at one o'clock in the morning at least called for . . . something. "What in the world are you doing Si Siman?" He looked up rather sheepishly and explained he was merely searching for "Harvey". Now Si had been working pretty hard . . . eighteen to twenty hours a day during a heavy recording schedule . . . it was one a.m. Brother, would we have loved to have heard that explanation. (To clarify the outcome it's only fair to explain that Roseanne did get to see the rabbit and the last we heard it had almost become a household pet). "Harvey" had no more than a black eye. "All's well that ends well" . . . but, wasn't that where we came in?

Item No. 3: Jim Kendrick has a new bit of business he's using on his **Yawn Patrol** program (**Mon. thru Sat., 5:00-45 a.m.**) these days. Jim's asking his early morning listeners to let him know what they have for breakfast. He reports the response has been fine except that he usually winds up the morning with a ravenous appetite. For Jim the calories are O. K. but, somehow the appetite and the pocketbook don't match.

Item No. 4: Speaking of announcers . . . were, weren't we? (Apologies Jim . . . we're only kiddin'.) **Merl Douglas** had a group of our musicians entranced recently when he picked up a guitar, played a few cords and then went into a couple of fine songs. We didn't know he had these hidden talents. Some of his voice characterizations would knock you out. Maybe we can get him to demonstrate air-wise one of these days right soon. Would you like that?

Item No. 5: And speaking of talent. We

(Continued on page SIXTEEN)

SCHEDULE FOR DECEMBER**WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Rise and Shine
 6:30 a. m.—Farm Facts
 6:45 a. m.—Jamboree
 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.—Mystery Farm (S)
 8:15 a. m.—Taystee Time
 8:15 a. m.—Sally Briggs Show (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 Heer's (S)
 9:15 a. m.—Program Notes
 9:20 a. m.—Musical Interlude
 9:25 a. m.—Edward Arnold—ABC
 9:30 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.—Sally Briggs (T-Th-S)
 10:15 a. m.—Kitchen Talks
 10:15 a. m.—What's New? (S)
 10:30 a. m.—Slim Wilson Show
 10:30 a. m.—Meet Your Neighbor (S)
 10:45 a. m.—Man At the Stockyards
 11:00 a. m.—Jack Berch—ABC
 11:15 a. m.—Ozark Farm Hour
 11:30 a. m.—College of Agriculture
 11:35 a. m.—Ozark Farm Hour
 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 p. m.—Man on the Street
 1:00 p. m.—Paul Harvey—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.—Victor H. Lindlahr—ABC
 2:30 p. m.—Break the Bank—ABC
 3:00 p. m.—Dr. Crane
 3:15 p. m.—Jordanaires
 3:30 p. m.—Haden Trio
 3:45 p. m.—Jack Hunt
 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.—Interlude

4:40 p. m.—Program Notes
 4:45 p. m.—Bob Thornton Quartet
 4:45 p. m.—Here's to Veterans (S)
 5:00 p. m.—Smiley Burnette (M-W-F)
 5:00 p. m.—Eddie Arnold (T-Th)
 5:00 p. m.—Serenade in Blue (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Children's Hour
 5:30 p. m.—Mo. Conservation Comm. (S)
 5:45 p. m.—Southwest Serenade (M-W-F)
 5:45 p. m.—Rhythm Rendezvous (T-Th)
 5:45 p. m.—Christian Science (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.—Silver Eagle—ABC (Th)
 6:30 p. m.—Mr. Mercury—ABC (T)
 6:30 p. m.—Space Patrol—ABC (S)

SUNDAY PROGRAMS

6:30 a. m.—Your Community Chapel
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Country Music Time
 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.—Christian Brotherhood
 9:30 a. m.—Negro College Choir—ABC
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—The Christian in Action—ABC
 11:00 a. m.—Excursions in Science
 11:15 a. m.—First Baptist Church
 12:00 noon—Message of Israel—ABC
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—Marines in Review—ABC
 1:30 p. m.—Sunday Serenade—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Billy Graham—ABC
 3:00 p. m.—Old Fashion Revival Hour—ABC
 4:00 p. m.—Concert of Europe—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.—Allen Jones Show
 6:00 p. m.—Newscast
 6:15 p. m.—Jordanaires
 6:30 p. m.—The Great Adventure—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.—Proudly We Hail
 9:00 p. m.—Paul Harvey—ABC
 9:15 p. m.—Sunday Evening Altar
 9:30 p. m.—George Sokolsky—ABC
 9:45 p. m.—Medal of Honor
 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.—Henry J. Taylor—ABC
 7:15 p. m.—Music for Dancing
 7:30 p. m.—To Be Advised—ABC
 8:00 p. m.—Music Appreciation Hour
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Time for Defense—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Labor Management—ABC
 11:00 p. m.—News; Lamplight—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Newstand Theatre—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—America's Town Meeting—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Slattery's Scrapbook
 9:55 p. m.—Will Rogers—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Autumn Serenade—ABC
 11:00 p. m.—News; Lamplight—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Mystery Theatre—ABC
 7:30 p. m.—The Top Guy—ABC
 8:00 p. m.—Rogues Gallery—ABC
 8:30 p. m.—Mr. President—ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Bob Crosby
 9:45 p. m.—Let There Be Light
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Pan-American Union—ABC
 11:00 p. m.—News; Lamplight—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Defense Attorney—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Slattery's Scrapbook
 9:55 p. m.—Will Rogers—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News; Lamplight—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—Richard Diamond—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Ozie and Harriet—ABC
 8:30 p. m.—Mr. District Attorney—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Fights—ABC
 9:30 p. m.—Your Amer. Sports Page—ABC
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News; Lamplight—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Dancing Party—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—Visiting Time
 8:30 p. m.—Hayloft Frolic
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Nat'l Guard Show
 10:00 p. m.—News
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News; Dance Band—ABC
 11:55 p. m.—News—ABC

FALL BRINGS OPERA-CLASSICS TO KWTO

A yearly "air" visitor—always entertaining . . . extremely popular . . . and quite distinguished—THE METROPOLITAN OPERA returns to KWTO starting on December 1st. It will mark the 12th consecutive season of what has, by now, become an American institution and these Saturday matinees of the "MET" will again this year be sponsored by the **Texas Company**. For 18 consecutive Sat. afternoons listeners will enjoy the excitement of **Carmen** . . . the tenderness of **Madam Butterfly** . . . the humor of **Die Fledermaus** . . . the whole exciting repertoire of the Metropolitan Opera. As usual, entre-act entertainment will be provided with each broadcast with **Milton Cross'** clever commentary, **Boris Goldovsky's** popular **Opera News Column of the Air**, the stimulating **Opera Quiz**, and the ever-exciting interviews with music authorities and other celebrated guests. **Broadcast time** has been set starting at **1 p.m. each Sat.**

KWTO has also instigated a full sixty-minute Monday evening program that will undoubtedly be greatly welcomed by lovers of the classics . . . THE MUSIC APPRECIATION HOUR. Created by the program department at the listeners request the broadcast will bring the classics of both the old masters and contemporary composers combined with gems from grand and light opera. **Listen each Monday from 8:00 to 9:00 p.m.**

INSIDE AT THE STUDIO*(Continued from page THIRTEEN)*

had a brush fire out at our transmitting grounds a couple of weeks ago that could have caused a lot of damage. Thanks to the alertness of **Wally Fender**, the engineer on duty, word was given to us at the studios and a crew was dispatched to fight it before it got too much headway. Headed by the **Skipperman Ralph Foster**, our firefighters were made up of **Joe Slattery**, **Si Siman** and **John Mahaffey** and they had the situation well in hand in no time. The irony of it is (and this is where the talent comes in) . . . they tried to blame the origin of the blaze on **Porter Wagoner** and **ME**. Just about the time the fire started, Porter and I were singing our first duet on the air and 'tis claimed the duet and the tune were so **HOT** that it just naturally started things blazin'. Well . . . maybe we are that good. You can't deny genius.

Item No. 6: How do you like the sound of the new vibraphone man on our staff? We think he's pretty fine. **Bill Frichette** is the name and he's well known around Springfield. You may have heard him on the **Horace Heidt** show that emanated from the SMS Fieldhouse some two months ago. Bill plays excellent accordion too. You'll be hearing lots of his swell music on future shows.

Well, guess that will have to do it for now. I'm out of space and out of news. With the holiday season right upon us I'd like to close with a sincere wish that each of you have a most joyous Christmas and a wonderful New Year. Let's hope that '52 will see it possible for us to meet through the **DIAL** columns once again. 'Bye Now.

"I Woke Up Day Dreaming"

I woke up day dreaming of what tonight will bring.

A Christmas tree for you and me
The songs we love to sing.

I woke up day dreaming about a sweet surprise.

About the way tthe holiday
Lights candles in your eyes.
Again I know how children feel

When sleigh bells ring
And church bells peel
For youth comes back as stars unfold
The sweetest story ever told.

I woke up day dreaming that you'll be ever near,

To share with me the mystery
Of Christmas all the year.

—Leslie L. Kennon.

HERE'S LOOKING AT YOU

FLOYD SULLIVAN

It has been a great pleasure to me to be afforded the opportunity to contribute to the **Dial** from the very first issue down to this final copy. It has always been a pleasure to work with the fine personnel of Station **KWTO** and the **Dial Staff** and to meet so many appreciative and responsive readers of the **Dial** down through tthe years of its publication.

It is with sincere regret that we sign "30" to the "Here's Lookin' At You" column. However, we find consolation in the fact that we will still keep in touch with **KWTO** followers through the medium of the several newscasts which originate daily in the **KWTO News Department**. We will be striving to keep **KWTO's** listening public abreast with the latest developments on the **International, National, Regional and Local scene**.

The entire staff, including **Paul Glynn**, **Vern Hawkins**, **Leonard Rader**, **Joe Sullens** and **Yours Truly** wish you a **Very Merry Christmas** and a **Prosperous New Year**.

Sully.

FAIR AND WARMER*(Continued from page EIGHT)*

All England sons shall plow the land,

Shall oft be seen with book in hand.

The poor shall now most wisdom know,

And water wind where corn did grow;

Great houses stand in far-flung vale,

All covered o'er with snow and hail.

And now a word in uncouth rhyme,

Of what shall be in future time;

For in those wondrous, far-off days,

The women shall adopt a craze

To dress like men and trousers wear,

And cut off their lovely locks of hair.

They'll ride astride with brazen brow,

As witches on a broomstick now.

Then love shall die and marriage cease;

The wives shall fondle cats and dogs,

And men live much the same as hogs.

In nineteen hundred twenty-six,

Build houses light of straw and sticks.

For then shall mighty wars be planned,

And fire and sword shall sweep the land.

But those who live the century through,

Flee to the mountains and the dens,

To bog and forests and wild fen's.

For storms shall rage and oceans roar,

When **Gabriel** stands on the sea and shore;

And as he blows his wond'rous horn,

Old world's shall die and new be born.

HEARTBEATS

(Continued from page TWELVE)

lasting impressions, the grooves cut in the sub-conscious brain of a child which would last forever. But I remember one thing. In my home town we had a great and grand woman who mothered every child there, for over fifty years. She would always have the little Christmas program. The singing of carols and the "speaking of pieces." And never did she slight a poor child. She brought that child right to the front and brought forth its talent—and if there was a child that did not have a dress or shoes good enough to appear, she went straight to the towns people and got either the loan of a dress or shoes or boy's coat or pants, or a gift of it outright—and she always gave the backward, poor child a front seat with bells on. Dear Sallie Porter. If there isn't a heaven there will have to be one created for Sallie Porter! It wouldn't be in the laws of human or divine justice that she should miss sitting "at the righthand of her Father."

We had turkey, nearly always wild turkey. We had venison. We had fat hens and also squirrel pie on Christmas where there were no fat hens. And if you never ate a squirrel pie you've missed one of the luxuries of life. I told a man that, and he said "I never eat rats." Well, a squirrel isn't a rat any more than I am a Hottentot! Young fried squirrel is a dish for the gods.

We often fired anvils on Christmas just as we did on the Fourth of July. I don't know why. Out on the ridges there was always a Christmas dance but never in the little town. There was lots of mince pie. People seem to have forgotten mince pie. And there was peace—Thank God for that! Peace came drifting down like a homing pigeon and nobody had any fears of wars and nobody had any boys in Korea longing and dreaming and praying to get home. And nobody had any high taxes to support wars—and a man's word was as good as his bond—nearly every time.

Goodbye—and may all that is good come to you in the coming year. May your walls be strong to shut hate out and keep love in—and may God bless you. I guess I won't be seeing you any more in the Dial, "The Lord willin' and the creek don't rise." I'm afraid the creek has "riz" and is separating us. But remember that nothing can come between friends and I will love to hear from you.

With Love always,

MAY

GUESS WHO!

Those who identified our last "Guess Who" appearing in the Nov. Dial as Editor, Bill Bailey (age 5), were certainly correct. (Identifying "pic" shows Bill today). Our first three correct answers received came from Mrs. B. W. Taylor, Carthage, Mo., Mrs. Laura Villines, Box 133, Green Forest, Ark., and Fletcher Barton, Granby, Mo. As this is the last Dial issue, these winners will receive the equivalent of a year's subscription in cash as their award.



Q. & A. on DIAL Close

Q. Exactly when will the Dial be discontinued?

A. This issue, December 1951, will be the last KWTO Dial printed.

Q. My subscription does not expire this year, but rather in 1952. Will I receive a refund?

A. Approximately the first of the year, (1952) refund checks will be sent to all subscribers whose subscriptions have not expired.

Q. Will we receive 10¢ for each remaining month on our subscription?

A. No. These checks will be based on the rate of 8 1/3 cents per issue. I.E. If your subscription expired in 8-52 (August, 1952), your refund check would be in the amount of 67¢, 7-52—58¢, 10-53—\$1.83, etc.

Q. How will we know when our subscription expires?

A. The figure directly across from your name on the back of this Dial indicates the month and year in which your subscription expires.

Q. If we wish to order another item from your station such as: back issues, a Goodwill Family songbook, etc., could we do this rather than have a check sent us?

A. Since it would involve so much book work, we would rather you wait until the check is sent you, then if you wish, you may indorse it, and return it to us with your order, providing it is for the correct amount.

DEAR DIAL:

QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS

Q. Who sings with the Chuckwagon Gang? (Mrs. W. M. H., Neosho, Mo.)

A. As KWTO does not carry this program, we do not have record of who is currently with this particular act.

Q. Is Bill Bailey related to Ruben Bailey or Jasper Bailey? (O. M. Williams, Yellville, Ark.)

A. No, not to Bill's knowledge. Bill's father's people were from Ill.

Q. Where is Milt Dickey? (M. E., Seymour, Mo.)

A. KCMO, Kansas City, Mo.

Q. Where is Hollis Warren now? (Mrs. J. M., Osceola, Mo.)

A. Hollis is still here in Springfield. He is playing some for churches, etc., and is still HAPPY Hollis Warren.

Q. Could you let us know how many guesses come in on the "Guess Who?" contests? (R. and R. W., Eunice, Mo.)

A. It would be impossible to state the exact number of guesses that come in to KWTO, but we would be safe in saying that there are several thousand each month.

Q. How old is Porter Wagoner? (C. S., Grove Springs, Mo.)

A. Porter is 23.

Q. Is the new vibraphone player married? (V. J., Sarcocie, Mo.)

A. No, Bill is not married. He is the son of Mr. and Mrs. L. E. Frichette, of 726 West Scott, Springfield, Mo.

Q. Are the Smiley Burnette Shows transcribed in Springfield at KWTO? (O. M., Mtn. Grove, Mo.)

A. No. These shows, which are Radi-Ozark Productions, are transcribed in Hollywood, Calif. The crew will leave Springfield for Hollywood the 29th of January to cut a brand new series. Listen for them.

Q. Is KWTO still interested in the Burge Polio "Cottage" children? (P. G., Green Forest, Ark.)

A. Most certainly. The Cottage Supervisor, Ruth Wiley, reports 18 will be confined over Christmas. KWTO will have a Christmas party with gifts, candy and all, Saturday night, Dec. 22, for them.

Q. Since this is the last issue of the KWTO Dial, could you possibly print a complete birthday calendar of the current radio family? (G. B., Lamar, Mo.)

A. Your wish is our command. The calendar is as follows:

Orville Price	January 3
Wan Hope	January 16
Lou Black	January 17
E. E. Siman, Jr.	January 17
Joe Sullens	January 20

Leonard Rader	January 24
Vern Hawkins	January 28
Catherine Boyle	January 31

Raymond Keltner	February 1
Edna Landt	February 3
Helen Everett	February 4
Bill Bailey	February 5
Joe Slattery	February 7

Floyd Sullivan	March 1
Jerry Osborn	March 18
Eddie OtrODOVEC	March 20
Bill Frichette	March 21
Norman Rude	March 23
Gene Browning	March 31

Sally Briggs	April 12
Jim Kendrick	April 13
R. D. Foster	April 25

A. L. (Al) Stone	May 2
Junior Haworth	May 16
Bonnie Nunez	May 17

Chuck Hesington	June 5
Merl Douglas	June 7
Paul Mitchell	June 14

Patty Manes	July 1
Selby S. Coffeen	July 3
Les Kennon	July 13
Slim Wilson	July 14
Paul Glynn	July 20
Aunt Martha Baty	July 21

Wallis Fender	August 9
Bob White	August 11
Porter Wagoner	August 12
Elizabeth Cole	August 24
Buster Fellows	August 25
Andy Lawrence	August 26

Fritz Bauer	September 3
Reuel Haymes	September 4
George Rhodes	September 7
Alta McElroy	September 12
C. A. Johnson	September 25
Jim Turner	September 25
Dale Parker	September 27
Loyd Evans	September 30

Edna Boyle	October 5
Lorraine Force	October 10
Zed Tennis	October 15
Jean Scherner	October 23
Lee Stone	October 30

Dave Estes	November 1
John Mahaffey	November 6
Bettie Low	November 10
George Earle Wilson	November 18

Carolyn Hughes	December 5
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Final Portrait

(pun intended)

This page which since the November 1950 issue has been devoted to one of the Dial's most popular features, "Family Portrait" this month becomes "Final Portrait". Pictured is KWTO's industrious and always likable Custodian, Orville Price. Orville has been a valued employee of the Station since 1946, and has more often than not been instrumental in seeing that the Dial was monthly off the press and in the mails to you subscribers. Above, Orville is shown as he removes the door sign of the Dial office of the KWTO Promotion Department. This office shortly after the first of the year will be headquarters for KWTO's Farm Service Department, headed by its newly appointed director, Loyd Evans. Orville Price, as usual, will be seeing that everything therein is kept in shipshape in order to serve you better.

MRS. GLEN PICKERING
BOIS D'ARC, MO.

8-32

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★ **BETTIE SAYS "BYE NOW"** ★

Miss Bettie Low, who so efficiently has served as the Dial's Circulation Manager since July 1949, makes our final bows. The above attractive picture of "Bet" was taken in reflection by Cameraman, Reuel Haymes, in the Dial offices. Surrounding the mirrored likeness, you'll see the front covers of the twelve issues of the Dial published in 1951. If any subscriber would like to supplement their Dial collections by replacing lost copies, or obtain a complete back issue packet of these Dials, see the details given on page 17. Miss Bettie speaks for all of us when she says, "Bye now, you'll be hearin' from us at 560".