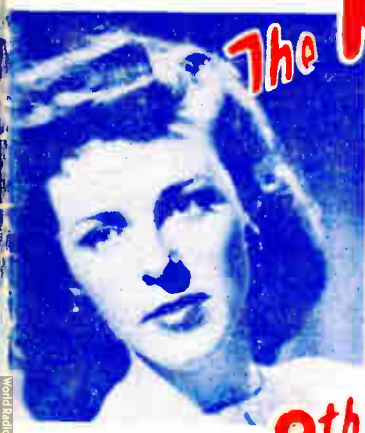




# The KWTO DIAL



# 8th Anniversary



August, 1948

World Radio History



Vol. VIII.

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Paid circulation of the July issue as of July 16th: 12,563, notarized.

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.

If the numbers 7-48 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri.



**BABY OF THE MONTH**

We had to hurry to photograph four-year-old Jackie Parker, Dale's youngest, before he was out of the "baby" class.

**INSIDE AT THE STUDIO**

BY THE EDITOR OF THE DIAL

Handsome **Jack Crandall** hopes that the fact that he's giving a lot of electric guitar lessons these days won't have any disastrous effect on his two diminutive daughters, despite **Goo-Goo's** warning that they'll learn to sing through their noses . . . Strange sounds and stranger memoranda came from the Program Department while **Betty Hindeman** tanned and toured New Orleans, and **Lou Black** and **Bill Ring** tried to do her work of clearing musical numbers, getting out program information, keeping the schedule up-to-date. Bill, when in top form, can type seven to twelve words a minute. "But Lou," he says, "is even worse. He thinks the typewriter is a horse, and when it makes a mistake, he slaps it" . . . As proof that **Lou** does better with horses: His blaze-faced roan gelding, Merry Boy's Beau, took third-place ribbon in the two-year-old walking horse class at the Springfield Horse Show, first time he was shown.

\* \* \*

Back in the old groove is **Bill Bailey**, with two small exceptions: He keeps calling us "KMA" on the noon news an-

nouncements, and refers to our modest monthly as "The Guide." Bill came back to KWTO from a job as promotion manager of KMA, Shenandoah, which also puts out a radio magazine . . . **Matt Matthews** caught his crappie limit twice at McDaniel Lake during his vacation, fished the James, Finley and Little Sac, moved **Becky** and the children to the Christian Church parsonage at Ash Grove, celebrated a wedding anniversary. "It's wonderful for the kids and delightful for us to be in such a neighborly community," Matt says. "It's the sort of neighborhood where somebody brings you a tray of ice cubes or a jar of jelly when you've been away for a day or so" . . . Matt's pastorate has also added a new garage and utility room to the church property.

\* \* \*

**Chuck Bowers** has his own program again, 3:30 to 3:45 Tuesday and Thursday, backed up by **Goo-Goo** and **Jack Crandall**, and his fan mail shows it. Next to singing ballads like "I Talk to Myself About You," he likes reading mysteries and westerns . . . **Goo-Goo** is also soloing

**(Continued from PAGE SEVENTEEN)**

**COVER STORY . . . . .****AN ANNIVERSARY WITH  
AN ORIENTAL SLANT**

Before we pass out the paper hats and birthday cake, let us explain why The KWTO Dial is honored with an Eighth Anniversary at the beginning of its eighth year:

It's an old custom, in some parts of the Orient, to consider a child a year old on the day of his birth. As we look back over the files, we'd like to pay this tribute to President and General Manager Ralph Foster, and former Promotion Manager Ralph Nelms: The baby spawned in the summer of 1941 skipped that first year of growing pains completely. It was as full-fledged a candidate for journalistic honors in that first issue as it could ever be. With the help of Floyd Sullivan, Hugh Aspinwall, Bill Bailey, and many another KWTO crony of the pre-Pearl Harbor days, The Dial came into being with all the usual awkward phases left behind in the planning. Foster's injunction, "Don't launch The Dial until you can start it right, and make sure what's in it helps our listeners to know us better," was the best advice Editor Nelms and staff could have had.

Changes came—as they must to all "babies." But there were few deviations from the Dial idea. The Spotlight column passed from Bill Bailey to brainy Betty Hindeman to Jim Fuson, writing as "Diogenes," and on to others, with Ralph and Wayland Fullington taking a turn at the kleigs from time to time. "Inside the Studio" has had half a dozen different authors. From a struggling beginning with sometimes blurred snapshots and over-stiff studio photographs, Dial picture pages bloomed to new effectiveness with the services of Reuel Haymes. Columns were added, including May Kennedy McCord's incomparable "Hillbilly Heartbeats" and the horoscopes of clever Opal Porter, of Willard, who has explored the orbits of most of our stars.

But the only major metamorphoses have been the change in format—from tabloid side to present size—and in treatment of news—from that of a monthly "newspaper" to magazine style. This began in March, with 16 pages, followed by a boost

to 20 pages and a "slick" cover in April, a color cover in May.

And here we are: All dressed up and going great guns, with the highest circulation in Dial history.

Birthdays are a time for reminiscing, and as we glance backward through the pages, we find echoes of Mike Dosch and his \$1000 accordion with "tremolo" . . . Smokey May and Smokey Lohman and the lyrical Gamble Twins decked out in fringed jackets . . . The Schaffer Sisters and Fred Warren, Charlotte Wood and Bo-Bo Pike . . . Jim West, Jim Simmons, Willie Wells and Don Harvey . . . The Haden Family coming home in 1942, K-A-K on tour with the Weaver Bros. and Elviry in the summer of '43 . . . Perennial favorites Al and Lee Stone, with the station from the very beginning . . . Lots of our KWTO boys looking lean and a little weary in their wartime uniforms . . .

It's a time for applause, too, for just a few of the many personalities that keep KWTO tops in the Ozarks, and The Dial its chief liason with our closest friends. Many of them are on the birthday cover.

Left to right, at the top, are Mr. Foster, President and General Manager; Assistant General Manager Leslie E. Kennon; Vice-President and Treasurer Arthur Johnson. This team has a justly earned fame in the advertising world, is largely responsible for the fact that only the sky competes with KWTO in covering and serving the Greater Ozarks Empire. Foster, with more than 20 years in radio, is the versatile, imaginative "ignition" of the outfit, has a tremendous sense of showmanship and popular taste. Les Kennon at once spark-plugs and acts as shock-absorber, and keeps much of the machinery running smoothly. Mr. Johnson steers the vehicle skillfully past all hazards to sound business operation. A fourth should be mentioned here: Fritz Bauer, Chief Engineer, mechanical genius behind the scenes.

The public meets the others on our cover: Pat Evans, Korn's-A-Krackin' "sweetheart"; Sportscaster Lee George; veteran entertainer Slim Wilson; "Uncle Carl" Haden; Program Director Bill Ring;

**(Continued on PAGE THIRTEEN)**



## KORN'S-A-KRACKIN' CONTEST . . . HILLOSOPHER WINNER FROM MCKINNEY, TEX.

Melvin Belew, 42, advertising manager of the weekly McKinney, Tex., Examiner, was informed by telephone the evening of Aug. 11th that he had won the nationwide Hillosophy Contest for a \$2000 vacation in the Ozarks. Able to keep secrets better than most of us, however, he didn't tell his wife about it—just waited until the news was broadcast on K-A-K's Mutual Network program the following evening.

KWTO sent a special plane for the Belews and their children, Terry, six, and Larry, two, on July 31st, and they arrived in Springfield that same day to spend the night in their Kentwood Arms suite, enjoy dinner in the Kentwood's delightful Crystal Room, and begin their round of the finest Ozarks resorts—with somebody else picking up the check.

There'll be a special spot in KWTO and hillbilly hearts for Belew, who appreciated our homely, Ozarks-brand philosophy enough to write a fine winning entry, and is just as fond of the K-A-K kind of fun and music. He listens to the program every Saturday night over KGV, Greenville, Tex.

The Belews are now at Rockaway Beach, with hotel, meals and a Patterson Boat Line cruiser and all recreation furnished. Besides their appearances on the "Korn" broadcasts from Eureka Springs the night of Aug. 7th and Rockaway the night of Aug. 14th, their free vacation will include a Jim Owens Float trip, a stay at a beautiful spot on Norfolk Lake with a plane trip over the area, a tour of the Shepherd of the Hills country, weekend accommodations at Eureka's Crescent Hotel.

Belew's winning entry:

"There's a lot of unfair things in the world—leastwise, we think they are unfair. But we never know, as my Aunt Lucy says. We like to believe there'll always be a way out of the troubles that come to us. Once I read about somethin' the writer called a Crucible. A great meltin' pot in which things were heated to a terrific degree to drive off the impurities an' leave only the GOOD ele-

This is the picture of Melvin Belew, K-A-K contest winner, that appears with his weekly McKinney Examiner column.



ments for use in making things durable. Sometimes I wonder if we human critters wouldn't be better if we molded our lives more like the things that come out of that crucible — just retain the GOOD things that would make us durable."

On July 14th, Belew wrote Bill Ring, who reads Floyd Sullivan's Hillosophy feature on the broadcast:

"Thanks a million to everyone who had a part, or is in anyway responsible, for this wonderful thing that has happened to me. Your 'philosophy time on the Ozark trail,' with that beautiful Missouri Waltz background music, is indirectly responsible for my being 'it'—the winner—in your great contest."

For the story behind Hillosophy, see page 13.

### ANIMAL KINGDOM

Animal World Court is the title of a delightful five-minute program, sponsored by Chrysler, heard Monday through Friday over KWTO at 5:55 p. m. Children, people with pets and conservationists will all find it interesting. Each program tells a lovely pet story, urges you to join the Ozarks Animal Haven or call the Haven, 4628, for a pet for "adoption."

# FLASHES IN THE PANORAMA . . . . . PHOTOGRAPHS BY REUEL HAYMES



## ■ OZARKOLOGY

Al Stone defines a politician as "a guy who knows how to get money from the rich and votes from the poor on the pretext of protecting each from the other."

1. Junior Haden readies his new home for occupancy. Object: Matrimony.
2. Bill Chatham and Fred Rains prove news department is one of the busiest.
3. Mr. and Mrs. Jack Matthews in their trailer home.
4. Lou Black and his show horse.

## HILLBILLY HEARTBEATS . . . . . BY MAY KENNEDY McCORD "QUEEN OF THE OZARKS"

Howdy Folks: And "God Love Ye," as my friend Mirandy, radio star on the Pacific coast, always says, "God Love Ye!" And so say I. If there were more messages sent of love and less of hate the whole universe would take on a different outlook. Maybe even the chemical processes would be different. A lot of the calamities, floods, earthquakes, typhoons might be quieted to the "Peace be still" of a great electric band of human love encircling the earth. You know, stranger things happen every day.

Fiery August is here. We have had such a gorgeous summer, cool and soft and rainy and everything green and bountiful . . .

Vance Randolph in his book "Ozark Superstitions" records and files in such a plain and deeply fascinating way the weather superstitions of our Ozarks. He has collected them for many years, and when you read them they all come back to you. I have heard almost every one of the hundreds of them. . . One belief is that for every 100-degree day in July there will be a 20-below day in the following January. Will Rice at St. Joe, Ark., quoted this one for the book: July 2nd is a mysterious and important day to some backwoods weather prophets—"the old men of the mountains," as we say. They used to believe that if rain fell on that day, the season would be moist and prosperous, but if it didn't fall on that day there would be no rain for six weeks.

Well, we've had nothing but rain this summer. They say "all signs fail in dry weather." So, I suppose that all signs also fail in wet weather.

There is also a belief that if November 1st is clear and cool, it means that big rains or snowstorms are coming soon. One sign so often makes good, and that is that "a warm winter makes a fat graveyard." Lots of flu and pneumonia and colds. Nowadays, science is so far advanced that the graveyard doesn't "fatten" from colds and pneumonia like it used to when I was a kid.

So many old timers believed that the first twelve days in January ruled the

weather for the entire year. Randolph says that he found many old timers who believed that the "ruling days" are the last six days in December. Anyway, there are literally hundreds of these weather superstitions, and if anyone just had presence of mind enough to watch them and make a record of them they might find out whether they worked out.

**Time flies and I get the fidgets about it. Like the old woman who always yelled upstairs, "Get up, gals! Here it is a Monday mornin', tomorrer's Tuesday, the next day's a Wednesday and the week half gone and nothin' done! Git outen that bed!"**

**But here is a real superstition that never fails— "Sow your turnips the 25th of July and you'll have a big crop, wet or dry."**

I am not trying to sell Randolph's book. It has sold itself. But no Ozarkian should be without a complete bibliography of the lore of his strange and wonderful land if he can help it. This book is fascinating. It has superstitions and stories, and many of them from people you know well, about the weather, crops and livestock, the household, water witches, the power doctors, courtship and marriage, ghosts, childbirth, animals and plants, witchcraft as it was believed in our early pioneer days here, death and burial, religion and so many other things. Nothing can be found like it anywhere else.

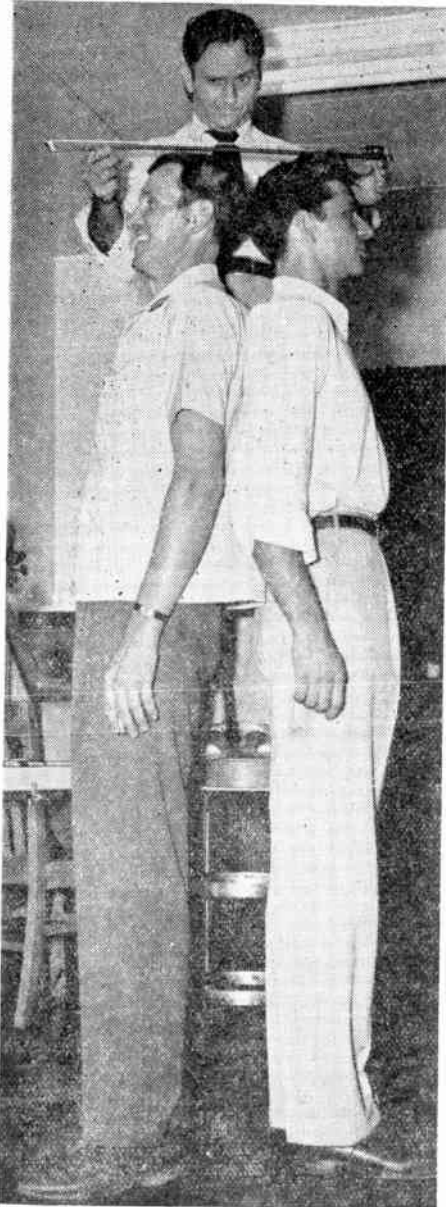
Well, we have our funny old ways—but bless Pat, it isn't always the new, shiny things that are the most durable. Our old pioneers knew what they were about. I recall such a sweet little poem by our Mary Elizabeth Mahnkey down at Kirbyville, our divine Missouri poet:

**"I was here first, I felled the trees,  
That made these log walls—I did it  
with ease.**

**I planted the orchard on top of the hill.  
I dug the deep well, blazed the trail to  
the mill.**

**My sons and daughters were strong  
and fair,**

(Continued on PAGE FOURTEEN)

**THE SPOTLIGHT** . . . . .**McNELEY'S IDENTITIES  
FLABBERGAST DIOGENES****TALL STORY**

Luke McNeley, clowning, good-natured subject of the Spotlight column, climbed ceilingward to settle a standing KWTO argument: Is Chuck Bowers taller than Slim Wilson, or vice versa?

"Ladies and Gentlemen! We give you the main event of the evening! In this corner, 5' 6½" tall, blue eyes, brown hair, and weighing 156 lbs, that capricious cut-up, the repeatin' reporter from Possum Trot, **Luke Warmwater!** His worthy opponent, same height, same hair, same eyes, same weight, that lovable old gent, the man that broke the cane-brake, none other than "**Pop**" **Corn!** In the center, (as referee, that is), the only fellow that can control these two stellar contestants, same height, same eyes, same hair, same weight, your friend and mine, **Luke McNeley!**" Confused? Perplexed? Well, quite frankly, . . . so were we. Perhaps if we explain that all three of the above mentioned "characters" are one and the same, it will simplify matters. Of course, it may seem to disillusion any of the younger listeners, but how else are we to tell of the varied talents of this **McNeley** boy?

Fort Scott, Kan., claims the distinction of being Luke's birthplace and we'd have to go back to Jan. 1, 1946, in order to record the right month, day and year. The new arrival at the J. H. McNeley household on that New Year's day wasn't destined to be lonely . . . far from it. For Luke numbers among brothers and sisters, Irene, Pauline, Wilma, Jerry, Bill, Ray and Art, better known as "**Bus.**" Luke wasn't very old when Dad McNeley decided to move his family over to the Show Me state, and elementary school days found young Luke attending classes in and near Grove Springs. It's easy to look back and understand Luke's following a musical career, for from his very earliest recollection, there was always music around home. The family was known as the **musical McNeley's**, far and near. Sister Irene played the piano, Dad McNeley sang in quartets and was president of the Tri-County Singing Conventions for a number of years, Bill and Jerry studied voice.

The year before Luke was 14, sister Irene and brothers Bill and Jerry moved to the state of Washington, and the following summer Luke traveled out to pay

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## PORTSIDE PATTER

. . . **GEORGE EARLE**

Shades of the "Little Crossroads Store!" Certainly many of you will remember sly-witted, impish old Grandpappy Mapes, who used to prop his feet on the cider barrel at the Crossroads Store and "chaw the fat" with those lovable old proprietors, Chuck Waggoner and Squint Thompson. Grandpappy took devilish delight in stirring up a hornet's nest at the store and around Ozarkanna Corners.

The role of Grandpappy Mapes was played to the hilt by Eddie Uhlman, former KWTO announcer. For nearly ten years Eddie has been with TWA Airlines, as purchasing agent, seeing the world.

We were most happy to hear from one of Eddie's sisters, Mrs. Richard Lee of Springfield, who informs us that Eddie looks forward every month to receiving his copy of the KWTO Dial. He is still deeply interested in the KWTO Family and happenings in Springfield and the Ozarks. Sometimes the Dial finds him in India, China, or Korea or one of the islands, or even North Africa.

After reading and re-reading his Dial, Eddie sends it on to Mrs. Georgia Gossen at Winston-Salem North Carolina. Know her? Possibly not under that name, but many of you will recall petite, contralto-voiced Jennie Lee, who sang many a program over KWTO, accompanied by Les Barnett. Jennie is now district manager in central and eastern North Carolina for a chain of dress houses. She, too, is an avid reader of the KWTO Dial.

It's good to hear about former KWTO stars, even indirectly.

Incidentally, referring again to the "Crossroads Store," wonder what became of Jerry White who portrayed Lige Peevely? Maybe one of our readers knows? Al Stone, who characterized "Chuck Waggoner," is still a popular KWTO singer of hymns. Your columnist, you may recall, carried the parts of Squint Thompson and Midnight Jackson, and occasionally brought in the not-too-bright Fuzzy O'Toole. And don't forget Bill Ring as Sheriff Lem Pettifer! ("Put the lid on the cracker barrel, Chuck!")

## OUT OF THE FILES

### Seven Years Ago This Month

Smokey and Buster in the spotlight (Smokey now in Pittsburg, Kans.). . . . KWTOers turn newsmen and publish the first Dial! . . . C. T. Patterson plays big part in making the Ozarks center of U. S. poultry raising.

### Six Years Ago This Month

Vince Harding becomes Navy pilot (now in Nashville, Tenn.) . . . Barney Corson in the spotlight (now in Shenandoah). . . . Junior Haworth marries Wanna Blackwell of Springfield (now in Des Moines).

### Five Years Ago This Month

Bill Yearout joins announcing staff (now in Wichita).

### Four Years Ago This Month

Don Sullivan joins staff (now in Kansas City). . . . Mr. Kennon flies to San Antonio on station business.

### Three Years Ago This Month

KWTO honors Greene County War Heroes on Wednesday night show.

### Two Years Ago This Month

Clifford Stumpf plans to trap mink as hobby (now in St Louis).

### One Year Ago This Month

"Korn's-A-Krackin'" visits Pampa, Texas. . . . Jim Fuson leaves for Peoria, (now in Tuscola, Ill.)

## FOR HOMEKEEPERS

. . . **BY MARY JANE HADEN**

As I make up pies from cherries canned last year, I save the juice and make this simple cherry sauce, to pour over cake or vanilla ice cream: Combine 1 tablespoon cornstarch, ½ cup sugar and ½ teaspoon salt. Stir into one cup of cherry juice, add a tablespoon of butter or margarine, and cook. Stir constantly until the mixture is clear.

For shortcake, I take my basic biscuit recipe, add two tablespoons of sugar and one of grated orange rind. I roll the dough ¼ inch thick, cut in three inch circles, brush tops with butter, bake. I split the warm biscuits, putting crushed fruit between the halves and on the top. This is delicious with all kinds of berries, peaches, pears and applesauce.



**MEET THE OZARKS!** . . . . .**KWTO SURVEYS  
ARE A WEALTH**

How good a hillbilly are you? Are you equipped to brag on something besides the wildflower glory of our hills in spring and summer, the beauty of our streams racing through dappled sunlight and past the shadows of white-faced cliffs? These, and the friendliness of Ozark folks, are the things that bring the straying native home, but there's a bread-and-butter side to life here that every proper booster should have the facts about.

KWTO has got 'em. As a service to the four-state region it reaches, the station has launched a continuing study of the market in its primary area. To fix the boundaries of the area, we map counties in which, according to Broadcasting Measurement Bureau, 10 per cent to 100% of radio homes listen to KWTO. This region roughly follows the natural line of the eastern Ozarks, and is bounded on the north and east by Saline and Wayne counties in Missouri, on the south by Yell county, Ark., on the west by Elk and Chautauqua counties in Kansas, Craig and Mayes in Oklahoma, a total of 93 counties.

One billion dollars was the Gross Estimated Buying Income of the close to 2,000,000 people in this area in 1946. Retail sales in the same year were \$744,750,000, made to people earning their living in a great diversity of ways—mining, timber, poultry, dairying and livestock industries, manufacturing, serving the \$100-million tourists trade, transporting and processing the rich produce of the region.

Payrolls in 91 of these counties in 1946 amounted to \$238-million, 53¼ of that in manufacturing, 13¼ in mining, 19½ in service industries. Value of livestock on 93-county primary area farms in 1945 was \$222-million, and that didn't include poultry and milk cows, the latter valued at \$95-million in the same year. Gross income from dairy products was \$72,216,490, with southwest Missouri ranking as the most concentrated milk producing area in the U. S. Did you know that more Jerseys are registered from Greene County than any in the nation, and that daily

milk production within a radius of 75 miles of Springfield runs about 5-million lbs?

Here are more staggering statistics. The estimated value of livestock and livestock products sold in 1946 was \$125-million. Union Stockyards in Springfield did a \$20-million business in 1947, serving Louisiana and Texas as well as the four-state home area. And look at our field crops—valued at \$269-million in 1945—not to mention the multi-million-dollar orchard and strawberry industry!

West Central Missouri ranks first in the U. S. as a chick hatching region, and poultry and poultry products sold in the primary area in 1945 brought \$74-million.

And here's a tip to retailers: Tourists, spending a hundred million dollars in the area this year, will pass 25 per cent of it across the counter to them.

It took the KWTO promotion department five months to lay the groundwork for this continuing survey, setting it up so that the figures can be revised twice a year as new data is available. Sources, to which we are deeply indebted, include the U. S. Department of Commerce Field Service; Bureau of Agricultural Economics, Department of Agriculture; Arkansas Resources and Development Commission; Missouri State Board of Resources and Development; Mo., Ark. and Okla. State Colleges of Agriculture, Departments of Agriculture and Extension Services; Social Security Administration; U. S. Census of Agriculture, 1945, Department of Commerce; Ozark Playgrounds Association; Springfield Chamber of Commerce; County Basic Data, etc. Not to mention Ruth Sherwood of the KWTO business office, who can make an adding machine do everything but play a fiddle.

**FOOTNOTE ON SLIM**

Although Slim Wilson uses guitar all the time now, there's a story about his fiddle. He couldn't afford a left-handed one as a kid, so he bought a right-handed fiddle and played it backwards, over the bass strings. He still does.

# SCHEDULE FOR AUGUST

WHAT'S GOING  
ON AT KWTO?



## WEEKDAYS AND SATURDAY

- 5:00 a. m.—Ozark Pals  
 5:30 a. m.—Carl Haden  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—Slim Wilson  
 6:15 a. m.—R. F. D. Roundup  
 6:30 a. m.—Haden Family  
 7:00 a. m.—Hillbilly Homesteaders  
 7:15 a. m.—Slim Wilson  
 7:30 a. m.—Newscast  
 7:45 a. m.—Matthews Brothers  
 7:45 a. m.—Haden Family (S)  
 8:00 a. m.—Bob Wills and Playboys  
 8:15 a. m.—Bill Ring Show  
 8:15 a. m.—Church Page (S)  
 8:25 a. m.—Weatherman Williford  
 8:30 a. m.—Breakfast Club—ABC  
 8:30 a. m.—Matthews Brothers (S)  
 8:45 a. m.—Gospel Rocket (S)  
 9:00 a. m.—Pleasure Parade  
 9:00 a. m.—Chuck Bowers (S)  
 9:15 a. m.—Do You Know?  
 9:20 a. m.—Slim Wilson  
 9:25 a. m.—Betty Crocker—ABC  
 9:30 a. m.—Dial Editor (S)  
 9:45 a. m.—Newscast  
 10:00 a. m.—Breakfast in Hollywood—ABC  
 10:00 a. m.—Sat. Morning Roundup (S)  
 10:30 a. m.—Ted Malone—ABC  
 10:30 a. m.—Little Miss America (S)  
 10:45 a. m.—Kiernan's Korner—ABC  
 10:45 a. m.—Rev. Hitchcock's Scrapb'k (S)  
 11:00 a. m.—Ozark Farm Hour  
 11:00 a. m.—Meet Your Neighbor (S)  
 11:15 a. m.—Markets, Slim Wilson  
 11:30 a. m.—Ark. Conservation Com. (S)  
 11:45 a. m.—Man at Stockyards  
 11:45 a. m.—Farm Forum (S)  
 12:00 noon—Baukhage Talking—ABC  
 12:00 noon—Farm Forum (S)  
 12:15 p. m.—Matthews Brothers, MFA  
 12:30 p. m.—Newscast  
 12:45 p. m.—Man on the Street  
 1:00 p. m.—Welcome Travelers—ABC  
 1:00 p. m.—Fascinating Rhythm - ABC (S)  
 1:30 p. m.—Bride and Groom—ABC  
 1:30 p. m.—Hitching Posts—ABC (S)  
 2:00 p. m.—Judy and Jane  
 2:00 p. m.—Piano Playhouse—ABC (S)  
 2:15 p. m.—Kitchen Talks  
 2:30 p. m.—Linda's First Love  
 2:30 p. m.—Sports in Review—ABC (S)  
 2:45 p. m.—Ladies Be Seated—ABC  
 3:00 p. m.—Hayloft Frolics  
 3:00 p. m.—Sports in Review—ABC (S)  
 3:15 p. m.—Meal of the Day  
 3:20 p. m.—Hayloft Frolic  
 3:30 p. m.—Telephone Quiz (M-W-F)  
 3:30 p. m.—Chuck Bowers (T-Th)  
 3:30 p. m.—ABC Symphony—ABC (S)  
 3:45 p. m.—Cornfield Follies  
 4:00 p. m.—Newscast  
 4:15 p. m.—Markets, Meditations  
 4:30 p. m.—Weatherman Williford  
 4:35 p. m.—Ozark Newsettes  
 4:45 p. m.—Haden Family  
 4:45 p. m.—Decision Now—ABC (S)  
 5:00 p. m.—Haden Family  
 5:15 p. m.—Fun House—ABC  
 5:15 p. m.—Voice of the Army (S)  
 5:30 p. m.—Songs by Floyd Rutledge  
 5:30 p. m.—Abbott & Costello—ABC (S)  
 5:45 p. m.—Waltz Time  
 5:55 p. m.—Animal World Court  
 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.—Green Hornet—ABC (T)  
 6:30 p. m.—Spotlight on Industry (Th)  
 6:30 p. m.—Famous Jury Trials—ABC (S)  
 6:45 p. m.—Guest Star (Th)

## MONDAY NIGHT

- 7:00 p. m.—It Pays to Listen  
 7:30 p. m.—Get Rich Quick—ABC  
 8:00 p. m.—Tomorrow's Tops—ABC  
 8:30 p. m.—Stars in the Night—ABC  
 9:00 p. m.—Arthur Gaeth—ABC  
 9:15 p. m.—Earl Godwin—ABC  
 9:30 p. m.—String Orchestra—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request  
 11:00 p. m.—News, Orchestra—ABC

## TUESDAY NIGHT

- 7:00 p. m.—Sully's Spotlight  
 7:15 p. m.—Leatherneck Album  
 7:30 p. m.—America's Town Meeting—ABC  
 8:30 p. m.—Symphony Concert—ABC  
 9:30 p. m.—What Do People Think?—ABC  
 9:45 p. m.—Summer Serenade—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request  
 11:00 p. m.—News, Orchestra—ABC

## WEDNESDAY NIGHT

- 7:00 p. m.—Xavier Cugat—ABC  
 7:30 p. m.—On Stage America—ABC  
 8:00 p. m.—Abbott and Costello—ABC  
 8:30 p. m.—Go for the House—ABC  
 9:00 p. m.—Texaco Star Theatre—ABC  
 9:30 p. m.—On Trial—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request  
 11:00 p. m.—News, Orchestra—ABC

## THURSDAY NIGHT

- 7:00 p. m.—It Pays to Listen  
 7:30 p. m.—Criminal Casebook—ABC  
 8:00 p. m.—Child's World—ABC  
 8:30 p. m.—Candid Microphone—ABC  
 9:00 p. m.—Cavalcade of Sports—ABC  
 9:30 p. m.—American Sports Page—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request  
 11:00 p. m.—News, Orchestra—ABC

## FRIDAY NIGHT

- 7:00 p. m.—The Fat Man—ABC  
 7:30 p. m.—This Is Your FBI—ABC  
 8:00 p. m.—Break the Bank—ABC

8:30 p. m.—The Sheriff—ABC  
 8:55 p. m.—Champion Roll Call—ABC  
 9:00 p. m.—Dance Band Jamboree—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request

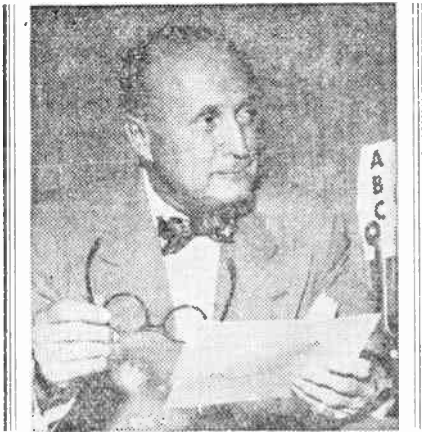
**SATURDAY NIGHT**

7:00 p. m.—Ross Dolan, Detective—ABC  
 7:30 p. m.—Amazing Mr. Malone—ABC  
 8:00 p. m.—Gangbusters—ABC  
 8:30 p. m.—What's My Name?—ABC  
 9:00 p. m.—"Korn's-A-Krackin'"—MBS  
 9:30 p. m.—Musically Yours  
 9:45 p. m.—Newscast  
 10:00 p. m.—Best By Request

**SUNDAY PROGRAMS**

6:30 a. m.—Haden Family  
 7:00 a. m.—Rev. Hitchcock  
 7:30 a. m.—Carl Haden  
 8:00 a. m.—Newscast  
 8:15 a. m.—Sermons in Song  
 8:30 a. m.—May Kennedy McCord  
 8:45 a. m.—Al and Lee Stone  
 9:00 a. m.—Message of Israel—ABC  
 9:30 a. m.—The Southernaires—ABC  
 10:00 a. m.—Fine Arts Quartet—ABC  
 10:30 a. m.—Hour of Faith—ABC  
 11:00 a. m.—Guidepost for Living  
 11:15 a. m.—First Baptist Church

12:00 noon—American Almanac—ABC  
 12:15 a. m.—The Editor at Home—ABC  
 12:30 p. m.—National Vespers—ABC  
 1:00 p. m.—Newscast  
 1:15 p. m.—Drury Quarter Hour  
 1:30 p. m.—Mr. President—ABC  
 2:00 p. m.—This Changing World—ABC  
 2:15 p. m.—Sam Pettengill—ABC  
 2:30 p. m.—Sermons in Song  
 3:00 p. m.—Thinking Allowed—ABC  
 3:15 p. m.—Johnny Thompson—ABC  
 3:30 p. m.—Opera Album—ABC  
 4:00 p. m.—Guy Lombardo Show  
 4:30 p. m.—Counterspy—ABC  
 5:00 p. m.—Drew Pearson—ABC  
 5:15 p. m.—Monday Headlines—ABC  
 5:30 p. m.—Hope of Peace—ABC  
 5:45 p. m.—Concert Music—ABC  
 6:00 p. m.—Stop the Music—ABC  
 7:00 p. m.—Personal Autograph—ABC  
 7:30 p. m.—Johnny Fletcher—ABC  
 8:00 p. m.—Walter Winchell—ABC  
 8:15 p. m.—Louella Parsons—ABC  
 8:30 p. m.—Superstition—ABC  
 9:00 p. m.—Comedy Writers—ABC  
 9:30 p. m.—Newscast  
 9:45 p. m.—We Care—ABC  
 10:00 p. m.—Revival Hour  
 11:00 p. m.—News, Orchestra—ABC

**"THIS CHANGING WORLD"**

The way the news is breaking in Europe these days, the title of Harrison Wood's Sunday broadcasts over KWTO is particularly apropos. He's heard via ABC at 2 p. m. for Fruehauf Trailer Co. News analyst, author and world traveler, Wood currently is writing a biography of Joseph Stalin. He joins Baukhage, heard weekdays under Williams Lumber Co. and Rubenstein's sponsorship, Earl Godwin, Drew Pearson, Winchell and KWTO's own fine news staff in keeping the Ozarks well informed.

**MEDITATIONS**

. . . BY MATT MATTHEWS

We in radio appreciate more than we can tell the listeners who make our programs more enjoyable by their letters, suggestions and helps. Here is a beautiful bit of verse, entitled "Footpaths of Peace" which was contributed by a friend.

"To be glad of life, because it gives you the chance to love, and work, and to play, and to look up at the stars.

To be satisfied with your possessions, but not content with yourself until you have made the best of them.

To despise nothing in the world except falsehood and meanness, and to fear nothing except cowardice.

To be governed by your admirations rather than by your disgusts.

To covet nothing that is your neighbor's except his kindness of heart and gentleness of manners.

To think seldom of your enemies, often of your friends . . . and every day of Christ.

And to spend as much time as you can with body and spirit in God's out-of-doors.

These are the little guide-posts on the footpaths of peace."



**'LOOKIN' AT YOU**

. . . BY SULLY

As this issue of The Dial goes to press, Bill Chatham, of the KWTO News Department, is spending his vacation in New York City. Before leaving the Ozarks, Bill declared that the night clubs of Manhattan would hold no place in his vacation plans. Unless he wavers in his good resolutions, Bill plans to use his vacation in visiting places of historic interest and meeting people who will be of some benefit to him in his news work. Among other places of interest, Bill plans to visit the New York Stock Exchange to see just how fast money can be made and lost.

. . .

Meanwhile, Fred Rains, veteran KWTO Reporter, has altered his vacation plans. Originally, Fred planned to visit Los Angeles and Hollywood, but the intense heat has caused him to decide against a long motor trip. At present, Fred is not certain where he will go on his vacation, but he is virtually certain to have his plans completed by the time Bill Chatham returns from New York.

. . .

Leonard Rader, who works in the KWTO News Department while attending Southwest Missouri State College, is getting a much needed rest from college routine. Leonard has been doing a full time job in the KWTO News Room while carrying a heavy schedule at the state college. Now that the summer term has ended, he is through with school work until fall. Incidentally, Leonard is a veteran of World War II and is endeavoring to make up the college work he lost while in the service. Before entering the navy, he had worked as a reporter on two other radio stations.

. . .

A former member of the KWTO News Department paid us a visit a few weeks ago . . . Joe Evans, of Fort Worth, Texas, who is now associated with a nationally known advertising agency, spent a few hours talking over old times with members of the KWTO news staff. He was accompanied by his wife and three fine sons. During the recent war Joe served in the FBI.

**INQUIRING REPORTER**

**Violet Gamble Morton:** What was your fondest childhood ambition?

**Chuck Bowers:** To grow up and be tall and to be a radio singer. When I was small my brother was singing on the radio and I wanted to do that too.

**Les Kennon:** As far back as I can recall, my desire was to be an opera singer as wonderful as Caruso.

**Charlie Haden:** To sing on the radio. I want to make it my career and I hope that I can sing a little better each year.

**Goo Goo Rutledge:** I wanted to learn to drive a car and to paint stripes on wagon wheels.

**Monty Matthews:** I remember I had a toy motorcycle with a man on it and I wanted to be a motorcycle man when I grew up. I wanted to be a doctor, too, but that didn't last.

**WHERE'S THE OPERATOR?**

Those of you who dial KWTO for the Campbell Ave. Merchants' It Pays to Listen program Mondays and Thursdays at 7 p. m. already know how it works: Telephone calls to those who have filled out entry blanks obtained from Campbell Ave. stores and sent them in to the program. Dollar-in-merchandise winners can collect a good deal more by answering the announcer's question correctly.

Bill Ring and Jim Lowe were working the show the night Dewey was nominated, with Jim making the calls. Jim would pick up the phone, wait patiently for a few moments, start a record, stop once more to try to get a call through. After some five minutes of facing in frustration an apparently blank switchboard, Bill went downstairs to see what was the matter. The problem: New switchboard operator. What was he doing? Ignoring the switchboard to listen to the records on the program!

**TED MALONE**

Don't miss the Ozarks' favorite network human interest commentator, Westinghouse-sponsored Ted Malone, at his new air time of 10:30 a. m. Monday through Friday.

## FLOYD M. SULLIVAN . . . . . A FRESH INTRODUCTION TO KWTO'S OWN HILLOSOPHER

Coast-to-coast MBS network audiences are familiar with the thoughts of Floyd Sullivan, as read on Korn's-A-Krackin' by Bill Ring. But few people know much about the modest, hardworking fellow who packs a "John L." punch with his simple and stirring expression of things that lie close to all our hearts.

The writer of Hillosophy, and head of KWTO's crack news department of five, was born in Billings in 1895, son of a lawyer, and owned and operated the weekly Billings Times before he was 19. In 1916 he left newspapering to enlist in the army, returned to work for the late E. E. E. McJimsey on the old Springfield Republican. He continued newspapering until he went to work for the KWTO management in 1932.

Because he was Ozarks-born and reared, Sully immediately grasped the fact that radio would cover a vast territory not served by a daily newspaper, and serve it in countless necessary ways. His efforts to make KWTO news as **serviceable** as possible explain why superintendents of schools throughout the area rely on KWTO to inform listeners when winter weather will keep school busses from running; why KWTO is called immediately for help with Springfield Federal Hospital breaks, to warn residents of those communities which might be in danger.

In line with this policy, Sully has built a network of cooperation with county coroners, county governments and such fine rural newspapers as those in Ozark (John Pile), Douglas County (Sen. Curry), Taney County (W. E. Freeland), Monett (Ken Muser), Houston (Lane Davis), Gainesville (Marvin Tong), West Plains (Frank Martin), Willow Springs (Wayne Rowland) etc.

It is understandable that a man who has such deep appreciation for the importance, to everyday folks, of all the news that affects their everyday lives, would share their thoughts and feelings as well. Sully's approach to his job—sentimental as well as thorough—is the key to why Hillosophy strikes such a re-

sponsive chord in the thoughtful and kind-hearted everywhere.

A fine example of his hillosophy heard on the Korn's-A-Krackin' broadcast of May 8th:

**"I'll kneel at Mother's grave—my ONLY SHRINE—an' try to explain to the Lord, in just plain talk, that my short-comin's ain't her fault. She done her best to bring me up right—but I LACKED somethin'. After all, it'll be Mother's Day in Heaven tomorrow, too. An' I don't want the Angels to blame Mother, 'cause her no-account son broke every promise he ever made her—an' still worshipped her more than most men worship their God!"**

And before, on April 3rd:

**"I like the kinda folks you meet on the street when you walk to work early in the mornin'. Most of 'em smile an' say "Hello" when they pass you. They ain't a bit grouchy an' sullen like most folks you meet when you're goin' home from work about five o'clock in the evening'. To my way of thinkin' that's because the feller you meet early in th' mornin' has been listenin' to the redbirds an' robins, too, an' his happiness ain't been ruined yet by associatin' with other folks. I know a mighty comfortin' bit of Hillosophy to follow—if you're able to do it. Just remember every mornin' when you get up, that before sunset some ill-tempered fellow is gonna try to ruin your whole day . . . an' if you let him do it, it's an outright admission that HE'S SMARTER THAN YOU ARE."**

### COVER STORY

(Continued from PAGE THREE)

Talent Chief Lou Black; Continuity Director George Earle. And, to remind you that there's plenty more of both comedy and pulchritude in our KWTO Family: Goo-Goo Rutledge and Mary Elizabeth Haden to round out our anniversary front page.

Step up, folks. Help us blow out the candles . . . and wish us more and even bigger years . . . and don't forget that you're part of the Dial Family, too.

## SPORTS SPOTLIGHT

. . . BY LEE GEORGE

Last month I wrote that it looked like the Boston Braves in the National League and Cleveland in the American, with the Boston Red Sox the American League dark horse team and the Brooklyn Dodgers the National League's ebon-hued entry. At the present time (July 21) the Braves and Cleveland are still out in front and the hottest two teams chasing them are Brooklyn and Boston's Red Sox. The two dark horses we mentioned have climbed to within a few games of the league leaders and are still moving up. Who is this guy, Drew Pearson?

\* \* \*

Robert Taylor, former coach of Conway and Marshfield High Schools, will direct the basketball efforts of St. Agnes High school of Springfield this winter. Eddie Miller of Walnut Grove will be football coach at St. Agnes and athletic director. . . . A huge electric score board and time clock is being erected at the Southwest Missouri State College Stadium for use at football games this fall. . . Springfield is back in the Western Association for the balance of the 1948 season, at least since the Hutchinson ball park was practically destroyed in a recent storm. The Hutchinson team moved lock, stock and barrel to Memorial Stadium in Springfield and will be known as the Springfield Cubs for the balance of this season.

\* \* \*

Two young fishermen at McDaniel lake in Springfield really had some bad fishing luck. First they were drenched, while out in a boat, by an early morning shower. Then, as one of the boys attempted to cast, his new rod and reel slipped out of his hand and went to the bottom of the lake. As he fell off balance he knocked one oar into the water, and instead of floating, it went to the bottom also. The other boy almost fell out and kicked over a tackle box and spilled a bunch of flies and plugs into the lake. After paddling back to the boat dock with one paddle their inventory showed plenty of loss and not even the profit of a single fish.

(Continued on PAGE FIFTEEN)

## HEARTBEATS

(Continued from PAGE SIX)

**They've all left the valley—  
Something called them out there.  
I was here first, and here I will stay.  
Loving the cool dark, at home in the  
clay!**

Thanks for your letters. I love to get them. If I wrote you all the things I would love to say, I would write from daylight till dark. But I don't have the time. Nevertheless you can sit down and just pour out everything to me, and it will do you good and me too. I have all my life, it seems, been a receptacle for people's sorrows and joys and I love it. I am a regular "wailing wall" when it comes to griefs, and you need not hesitate to tell them to me. Cry on my shoulder if you want to—It is plenty broad. Tell me your joys, your ambitions, sell your old carpet sweeper or your percolator and swap confidences and air your views. I like it.

**Goodbye and may you have all the  
good luck the gods can give you—"until  
we meet again."**

—May

## WAKE UP, RUTLEDGE!

P. S.: HE DID

Goo-Goo, Slim Wilson, Dale Parker, Lennie and Chuck Bowers had a beautiful evening with full moon for their 240-mile round trip to Yellville the night of July 20th. VFW sponsored their show at the Yellville Summit High School, and there was a grand crowd of KWTO fans on hand to make the long junket well worth while.

Slim and Goo were to drive back. "You take the first shift," Goo-Goo suggested. "You have an earlier program in the morning than I do."

Then, as Slim tells it: "The closer I got to Hollister, the smaller and sounder asleep was Goo-Goo. By the time I'd reached Branson, it was surprising how that guy had shrunk up."

The subterfuge didn't work. Goo-Goo was wakened with shakes that rattled his bones and drove the last lap home while Slim slept peacefully . . . snoring.



# EAVESDROPPING . . . . . BY TERMITE

The Springfield tribe of "Crimson Pan" was organized recently when the KWTO crew returned from Bolivar after its coverage of the Simon Bolivar statue dedicatory ceremonies. It was 110 degrees (in the shade) and the boys, bareheaded and working like beavers, failed to take into consideration Old Sol's ability at providing "maiden blush" complexions . . . The competition for the dubious distinction of being named "Chief Red-In-The-Mug" was very keen between **Bill Ring, Jim Lowe, "Si" Siman, Bill Bailey and Joe Slattery** until it was discovered that it was difficult to tell just where **Joe's** red hair ended and his face began. He was declared . . the winner! Said Joe: "Ugh! I think this **a-peels** to me!"

\* \* \*

Production Chief **Lou Black** and his charming wife **Pat** played host and hostess to the Korn's-A-Krackin' gang and "better-halves" with a big ice cream freeze on the night of July 8th. The party was held on the lawn of the Blacks' beautiful country home on Highway 13 just outside of Springfield . . . Five freezers and a total of seven and a half gallons of delicious "home made" was turned hard by the boys, and the scrumptious cakes and cookies **Pat** provided left a very satisfied look on the faces of all concerned . . . It's rumored that some difficulty was encountered in hoisting **Goo-Goo Rutledge** to his feet afterward (no easy task under normal circumstances), but after **Goog** ate his fill it was feared that he might have to spend the night on the grass where he had comfortably reclined to enjoy the repast.

\* \* \*

**Flash** and **Whistler's** third platter for Universal is scheduled to be in music stores throughout the nation shortly after August 15th, and a preview of this pressing, which features "The Atchison, Topeka and Santa Fe," proves that it's really tops . . . The boys were honored last month when their pictures appeared in WHB's swell monthly publication, **Swing**. (F. and W. are **Goo-Goo** and **Slim Wilson**, remember?) It was in connection with

their regular Saturday night appearances with Korn's-A-Krackin' over the Mutual Broadcasting System. WHB carried the show as do over one hundred other Mutual stations throughout the country . . Record sales of **Flash** and **Whistler** "disks" are proving sensational from coast-to-coast and each day sees their mail grow from new-made friends all over the United States. Keep up the good work, fellows.

\* \* \*

President Truman and President Gallegos had to share the spotlight with Dial Staff Photographer **Reuel Haymes** recently at the Bolivar celebration (at least as far as the newsreel and press photographers were concerned). **Reuel** was the center of attention when his specially constructed camera and equipment case caught the eyes of his fellow workers. He must have answered a million questions from the admiring men of the press. It didn't distract him from filling his assignment, however . . . **Betty Hindeman**, KWTO's charming Prog. Assistant and able scripter of **Korn's-A-Krackin'**, recently made a guest appearance on **Jim Lowe's** nightly **Best-By-Request** program. It was one of Betty's few mike appearances as she's never fully recovered from that old bug-a-boo, "mike fright" . . . It all happened a number of years ago when Betty, still very much of a youngster, appeared on a Kid Show. Even then a crack speller, she was asked (unexpectedly) to spell "barometer." She missed, and ever since has had a horror of facing the un-seen audience. We think time cures all ills, Betty. You sounded swell to us. Why not make it more often?

## SPORTS SPOTLIGHT

(Continued from PAGE FOURTEEN)

Hot Rod racers and Hot Rod Roadsters racing at the old Fair Grounds track at Bolivar, Missouri, drew 1400 customers for the opening show. . . "Doc" Sale's midget racing team of Ava is making that Douglas County seat very midget racing-conscious. Several fans drive to Springfield each Friday for the races at the Fair Grounds Speedway.

## The Spotlight

(Continued from PAGE SEVEN)

them a visit. It may have been the climate or just the thrill of being away from home, but at any rate our young Ozarkian remained in Washington to attend high school in both Everett and Seattle. He was interested in sports and almost every season found him with a berth on the school basketball team. He liked to swim, hunt and fish, and the fact is that outdoor endeavors were all that could in any way compete with his love for music and entertainment.

Luke's spare time he dearly loved to spend uncovering new effects and musical accomplishments for string instruments. His first radio experience came when he and a pal sang and yodeled on an amateur hour and were so enthusiastically received that they were given a three-a-week program on old KFBL in Everett.

Radio fame in the far west was to be short-lived, however, for when Dad McNeley (now engaged in the produce business) became ill, Luke returned home to Missouri to take over a poultry route and help his father all he could. Grove Springs wasn't very far from Springfield, and every time opportunity presented itself, Luke would journey up to the Queen City to visit the stations. In 1934 Bill Ring gave Luke a three-a-week spot, and his cycle of radio experience was destined to begin in earnest. He learned to play the guitar and bass, played personal appearances and dances, and was one of the original members of the old Alpen Brau Gang which proved so popular with the listeners in southwest Missouri.

It was during these years that Luke met and fell in love with lovely Floretta Plaster. She had beautiful brown eyes, dark hair, and (wouldn't you know?) was interested in music. In fact, she was at the Springfield station making a guest appearance as a vocalist on Slim and Shorty's program when she and Luke met. They dated for almost three years, married June 26, 1937. The McNeley clan now includes a couple of dandy youngsters Shirley Louise, age 10, and Dad's name-

sake, Junior, who was seven last July 14th. You may recall Lonnie Glossen and His Sugar Creek Boys and their many fine broadcasts over KWTO. Well, when Lonnie and the gang left to return to their original southland haunts they needed a bass man, and Luke joined them at WMMA in Fairmount, W. Va. Hundreds of personals throughout the south proved too much for the McNeley's, who now numbered three, and Luke, feeling heavily the responsibilities of parenthood, returned to Springfield and went to work in a local body and fender plant. But "show business" stays in your system. There was a staff opening with KFNF in Shenandoah and the McNeleys were off again. It was during their stay there that **Luke Warmwater** came into being. Floretta had taken the radio name of Lillie and the team of Luke and Lillie was a sure fire hit with Iowa radio audiences. Along with our good friend Benny Edmondson (who was also at Shenandoah), Luke and Lillie landed a script show for a St. Joseph, Mo., firm.

It wasn't until the war came along and Luke was classified 1-A that he gave up his work in Shenandoah and returned to Springfield. He wanted to be with his family and friends before he was called to the colors, but even in death, taxes . . . and the draft, there's sometimes a slip. Luke failed to pass. It was back to radio and Luke and Lillie joined Lonnie Glossen, who was appearing on the Renfro Valley Barn Dance. Again the myriad personal appearances proved too much and they returned to Springfield, then back to Shenandoah for a short stay.

In April, Luke once more joined the staff of KWTO and Lillie retired to take care of the family.

We haven't said much about Luke's newest character creation "**Pop**" **Corn**, but if things go according to plans you and a lot of other people across these United States are going to be hearing a lot of the old fellow during the future Saturday night broadcast of Korn's-A-Krackin'. Luke asked us to express his appreciation for your many cards and letters and all the encouraging things you write. He wants to show his appreciation by pleasing you in everything he does.

## INSIDE AT THE STUDIO

(Continued from PAGE TWO)

again at his old time, 5:30 p. m. Monday through Friday, with able support from his fellow-comedian, **Luke McNeley**. Roly-poly Rutledge says he's writing a sure-hit song about a missionary who was eaten by cannibals. Title: "Nurture Boy" . . . Even the eyes of Joe College would bug at sight of **Monty Matthews'** latest vehicle, a Model A of indeterminate power and vintage painted Christmas green with red wire wheels, trimmed with splashes of chrome, and as topless as a bathtub. He's having a top put on it, but in the meantime, the sudden showers we've been having send car and Monty scurrying for cover half a dozen times a week.

\* \* \*

One of our boys made it! **George Earle** went down to the Truman train, explained to a local cop he once interviewed the President here when he was running for the Senate and would like to shake hands with him again. A Secret Service man promptly clipped a small metal badge to his lapel, said, "Go on in, buddy. You're temporarily a member of the Springfield police force." George not only got the executive handshake—twice, in the confusion—but a good glimpse of the fine linen and silver and flower-decorated tables of the presidential dining car . . . How could we forget to tell you? **Bill Ring** received orders for the Cornfield Follies picture offered in the late spring from 7,222 people in 147 counties in four states, and from as far away as Worth and Putnam counties on the Iowa line, St. Charles county on the Mississippi, Drew county in Arkansas almost to Louisiana, and Barton in Kansas, Pottawatomie in Oklahoma. The guy's got magnetism! . . . **Jim Lowe** says Pat Evans, singing "Feudin', a-Fussin' and a Fightin'" practically puts Dorothy Shay out of business, and if a professional platter-pusher wouldn't know, who would?

Remember the "dewdrops are falling" line from "Beautiful Dreamer"? **Bill Ring** was singing it when another deluge hit Korn's-A-Krackin', this time at Ava July 17th, on the athletic field, and right in the middle of the coast-to-coast broad-

(Continued on PAGE EIGHTEEN)

## WHO ARE THEY?

. . . . NAME THE STARS

How well do you think you know the KWTO cast of characters? Quiz yourself on these, matching their lost or half-forgotten handles with their present personalities, and watch for the answers in next month's Dial. Answers to last month's quiz appear at the bottom of the column.

1. He was christened **Harry Allen**, but prefers, as a first name, the title of one of the first four books in the New Testament. You'd know he was a Scotsman if you saw his grin, as you may have done if you've caught a **Korn's-A-Krackin'** personal appearance lately and enjoyed his clowning.

2. **Ruth Ann** are the names tucked away between her first and last, but call her that and you'll see a blaze of Irish eyes.

Answers to last month's quiz: **Avery Faust Matthews** is the man with two professions, one in radio, the other as pastor. Both **Bill Bailey** and **Lennie Aleshire** are middle-named **Harrison**.

## THE SPONSOR'S CORNER

Of special interest to home-makers is the news that a program called **Meal for the Day** will be heard from 3:15 to 3:20 p. m., Mon., Wed. and Fri., starting August 2nd. This will be sponsored by **K. C. Baking Powder** . . . **Blue Bonnet Margarine** is running nine spot announcements a week beginning Aug. 16th . . . **Triangle Products Co.**, making plans to offer **Foot-Lax** in drug stores as well as selling it by mail, has scheduled spot announcements to inform the public, dealers and wholesalers in the KWTO area.

**Allied Chemical and Dye** has bought the 6:15 to 6:30 period of Sunday night's super-prize show, **Stop the Music**, to advertise **Swerl**.

## SUCH INJUN-UIITY!

According to Breakfast Club's **Sam Cowling**: "An Indian mother is frequently known as a squaw; her papoose is known as a squall."



## PROGRAM NOTES

. . . BY VIRGE PHILLIPS

For perfect stage presence and unabashed mike poise, I defy you to compare the oldest radio hand with **Donna Gay Matthews**, **Matt's** three-and-a-half-year-old daughter. Added to her occasional appearance on the 12:15 MFA show was her triumph on the 7:45 a. m. program July 22nd with a clear-voiced and smiling rendition of "Praise Him, All Ye little Children." Keep listening—you may hear her again.

\* \* \*

There is less to be said on the melodic side, but more on the humorous side, for **Matt** and **Jim Lowe** crowding each other on the Cornfield Follies theme, "B'ile Thet Cabbage Da-own," the day before. **Bill Ring**, **Chuck Bowers**, **Jack Crandall**, **Goo-Goo** and **Buster**, the regular talent on that Red Star Flour show, are still trying to figure out how they lost their mike for a moment to what Chuck called, "Them ama-choors."

\* \* \*

**Bob White** is back to strengthen our staff with his incomparable beat on the bass . . . And was there ever a finer old-time hillbilly team than **George Rhodes** and **Buster Fellows**, together again? . . . **Lennie Aleshire** still shakes hands with half a dozen people, old friends or relatives, at every stop of the K-A-K bus. Why doesn't he run for Congress? . . . That guitar you hear on **Bill Ring's** 8:15 a. m. Taystee Bread Show is **Benny Edmondson**, one of the finest . . . **Curly Phillips** and his **Gully-Jumpers** is our new K-A-K hillbilly band act, for which—sorry to say—my scalp and I had better borrow a hat.

## INSIDE AT THE STUDIO

(Continued from PAGE SEVENTEEN)

cast. The crowd of 1700 headed for their cars. The MBS broadcast was finished out with various members of the cast holding a tarp over their heads and then, according to **Bob White**, "we paddled back to the bus on my bass fiddle while light bulbs sizzled in the rain all around us" . . . The K-A-K date for Bentonville was postponed until Aug. 21 because of the Third Party Convention broadcasts. September dates are still open.

## A. B. C. ROUNDUP

. . . NETWORK NEWS

Just being part of the ABC radio audience has become big business, with more than \$50,000 in cash and prizes awarded on three different programs in less than a week. Mrs. Bessie Lawrence of Shenandoah topped them all with more than \$30,000 in prizes from the Abbott and Costello Kid Show, heard over KWTO at 5:30 p. m. Saturdays.

\* \* \*

Mrs. S. K. Heard, 40-year-old Shreveport widow, won the \$17,000 jackpot on Stop the Music during the 6 p. m. show Sunday night July 10th, identifying the "mystery melody" as "World Events March." She immediately made plans to take the Michigan vacation that was one of the prizes, accompanied by her sister, and to keep the \$1000 persian lamb coat that was still another prize, even though Shreveport thermometers were standing at 100.

\* \* \*

On the previous Saturday night, a bride of one year cracked the identity of the "mystery voice" on the 8:30 p. m. What's My Name program. Her reward for identifying Lanny Ross: \$4000—and it was the first time the 24-year-old winner had ever visited a radio quiz program!

## THANK-YOU NOTE

KWTO would like to take this opportunity to thank **Leona Tucker**, Southwest Baptist High School and College instructor at Bolivar, for casting the KWTO Freedom Float for its appearance in the Simon Bolivar Memorial Parade. The Promotion Department is indebted to **E. E. Siman, Jr.**, and **Bill Bailey** for their work in getting the float ready for its second public appearance, and to those who filled various roles in the four tableaux: **Melvin Pippins**, **Gay Roland**, **Paul Fisher**, **Leonard Earring**, **Bill Morgan**, **Rose Mary Ring**, **Kenneth Vincent**, **Tommy Higgins**, **Stanley Bush**, **Arthur Allen**, **Lewis Coy**, **Ross Scott**, **Elizabeth Teters**, **John Hembree**, **Stella B. Clark** and **Charles Matthews**, announcer.

**THE PASSING PARADE . . . . . PHOTOGRAPHS BY REUEL HAYMES**



1. Buster Fellows is another farm boy who refused to transplant to city life, works a large truck garden back of his home.

2. Dale Parker, Jr., turned medic, after he had his tonsils out, and paid a professional "call" on Dale Sr. Dixie takes the "patient's" pulse while six-year-old Jean looks on in sympathy.

3. Ralph Nelms, former Dial editor, Merle R. Fuller, vice-president of Simmonds & Simmonds in charge of the St. Louis office, and former KWTO newscaster John E. Pearson, now head of the John E. Pearson Co. of Chicago and New York, national representative for KWTO, meet in a Missourian reunion in Chicago. The occasion was Simmonds & Simmonds' 40th anniversary, with Nelms representing Nelms & Fullington of Springfield.

4. Georgianna and Connie Jo Fellows help Buster with the yard work.

5. Chuck Hesington, new KWTO announcer, has a grin as grand as his voice.



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## PICTURE STORY . . . . . OUR KWTO TALENT— LIVE AND KICKING!

How do you feel **about** radio stations? Did you ever stop to think that some of them seem like just another business in a faraway community, like a steel mill or a pants factory, and others seem to inspire a warm and friendly feeling? You may not know all of what makes the difference, because policy as well as people contribute to it. But one of the principal things is what is called, in the profession, "live talent." If there's lots of it and they're the "home folks" sort of people, the response to the station they work for is neighborly.

That's the response KWTO has tried to build, because its management believes that the finest success in the world is building friendlier relations among human beings. That's why you hear, on KWTO, 23 live talent shows every week-day between 5 a. m. and 5:30 p. m., and

why 37 different people visit you every day by way of our microphones and your radios. That's why Program Director Bill Ring and Talent Chief Lou Black were picked to fill the important jobs they hold. Over the air or face to face, they're the sort of smiling, outgoing, grand guys that you like to meet in your own home town, and can be depended on to build their staffs to match.

Lou, emcee of Hayloft Frolic and Korn's-A-Krackin', grinningly demonstrates what we mean in the picture. To his left and right are Buzz Fellows and Dale Parker. Jack Crandall is seated, Selby Coffeen and Lennie Aleshire are in the foreground, Goo-Goo hugs the bass. All of them are heard either on Hayloft Frolic or Bill Ring's equally rollicking Cornfield Follies every afternoon, Monday through Friday, and on 'Korn's-A-Krackin'.