

The KWTO DIAL



April 1949



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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

If the numbers 4-49 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.



★ BABY OF THE MONTH

You don't often see the man behind the Dial camera, Reuel Haymes, but here we have a glimpse of his son, Richard, who inherited his father's red hair and Helen's beautiful, wide-set eyes. This four-year-old loves to pore over coloring books, dreams fondly of little boy adventures just before bedtime.



★ BOYS WILL BE BOYS — A REALLY CANDID PHOTOGRAPH!

Reuel snapped this one when nobody expected it, and here's how it happened: Announcer Lou Black and Sue Thompson, Buster Fellows, Luke McNeley, Dale Parker and Shorty Thompson of the 7 a. m. Biederman show, went down to the store to have a formal photo taken. Afterward they prowled in the second floor rug department,

with Lou and Shorty playing hide-and-seek in the vertically hung samples while the others did some serious shopping. Despite pleas from the announcer and the star not to betray their youthful inclinations, we couldn't resist sharing the picture with Dial readers. Moral: The camera will catch you if you don't watch out!

MATTHEWS NUPTIALS

... MONTY WED MAR. 18TH

Betty Ray and Monty Matthews originally planned a summer wedding at the time of their engagement last Christmas, but stepped up the date for a candlelight service the evening of March 18 at the home of her parents, Mr. and Mrs. Goebel Ray, near Purdy. Glads and ferns were banked before branch candelabra to improvise an altar, and the service was read by Jack Matthews, following Jack's tenor solo, "Because," accompanied by Bob Money.

Betty wore an orchid corsage with her aqua crepe afternoon dress and her attendant, Martha Seth, wore hunter's green and gardenias. Mrs. A. Z. Matthews and Mrs. Ray wore carnation corsages, and Monty and his best man, Tom Ray of Clinton, brother of the bride, wore carnation boutonnières. A reception followed the wedding before members of the immediate families, and Monty and his bride then left for a honeymoon at the Basin Park Hotel, Eureka Springs, the bride wearing a beige suit with brown accessories. When Betty has finished her teaching commitments in the Washburn, Mo., grade school, they will make their home in Springfield. She attended Monett Junior college and SMS.

WHO ARE THEY?

... NAME THE STARS

Can you identify these KWTO personalities from the name clues given below? The first will come as a surprise to most KWTO employes, as well as to Dial readers. The second will also be difficult to guess. You'll find the answers in the May issue, and the answers to last month's quiz at the bottom of this column.

1. As familiar as he is to Dial subscribers, KWTO-ers and Springfield's most prominent citizens, practically nobody but his wife and family knows that his middle name is "Donald." Who is he?

2. Her last name is Baty, but she is so familiar to radio listeners and her associates at the station by her nickname that the "Baty" seldom appears—except on her paycheck.

Answers to last month's teasers: Junior Haworth is the lad who'd just as soon have you forget his name is "Herschel." Our only "William Edward" is last-named Matthews.

STARS OF TOMORROW

... FINALS APRIL 10

Those of you who have followed the Saturday, 10 a. m. Stars of Tomorrow programs, or who have young friends who have been contestants, will want to attend the hour-long finals at 2:30 Sunday afternoon, April 10. Like the Saturday broadcasts which are open to the public, this final competition for grand prizes (including \$100 in merchandise) will be held in the Ozark Room, Colonial Hotel, Springfield, with George Earle as emcee and Paul Mitchell as accompanist for the young amateur performers.

Among the 13 weekly contest winners who will compete that afternoon are Joe Baxter, Max Bristow, George Vaughan and George Pendergrass of Fair Grove, all vocalists, and Joan Johnson of Verona. Springfield winners to date have been Larry Adams, Yvonne Stanton, Naomi Wise, Janet Sue Parsley, and a quartette composed of Dorothy Glenn, Ida Lauritson, Beverly Hunt and Kay Knight. Although the contests are open to any youngster 16 or under, the youngest winner has been Nanette Hook, a 10-year-old fourth-grader of Springfield, whose dancing won a first weekly prize of \$12.50 on Jan. 29.

The voting by card and letter mailed to the People's Outfitting Co., program sponsors, and by balloting at the store, has been hot and heavy—over 1400 votes cast the second week in March. "Some unusually fine talent has been uncovered," George Earle told *The Dial*.

★ COVER STORY

It was Valentine's Day that the beautiful box arrived—a box covered in red satin, topped with a snowy artificial gardenia, wrapped in cellophane and shiny ribbon, and filled with delicious chocolates. Chuck Bowers was delighted with it, and, since he'd shared other Valentine candy from fans with his co-workers, he decided to take it home unopened. That was the point at which Dial Photographer Reuel Haymes came along, camera in hand, and saw picture possibilities. He opened the box, borrowed the hands of Lou Black, Selby Coffeen and the Dial Editor, among others, and clicked the shutter while Chuck pretended to look angry. Chuck, whose candy disappeared in four minutes flat, is still wondering if the picture was worth it—even though he ate seven pieces at one time to be sure of getting his share!

FROM THE FILES**INQUIRING REPORTER**

. . . A DIAL REVIEW

7 Years Ago This Month

Barney Corson joins announcing staff (now in Shenandoah) . . . Reuben Davidson goes into the army (rejoined last year and is now in Germany) . . . Eddie Evans joins staff (now in Dallas).

6 Years Ago This Month

Ralph Nelms made new program chief (here in Springfield) . . . Faye Sisters lead "Hillbilly Hit Parade" (Boots in Cal., Bobby in Springfield) . . . Skinny Thomas visits station while home on furlough (now with a dance band at Fairmont, Minn.).

5 Years Ago This Month

Virgil Phillips in the spotlight (here in Springfield) . . . KWTO entertainers enjoy visits to Ozark towns . . . Lonnie and Thelma Robertson prove valuable as vocal team (now in Pittsburg, Kans.).

4 Years Ago This Month

Walt Clarke's 10 p. m. newscast is popular (now in Kent, Ohio) . . . Farm classes from Republic, Cabool, Cassville, Conway, Fordland, Mountain Grove, Crane, Buffalo, Mt. Vernon and Mansfield pay visits to the M. F. A. program.

3 Years Ago This Month

"Korn's-A-Krackin'" cast visits Lou Black's home town of Calico Rock, Ark. . . . C. T. Patterson, C. C. Keller and John Kirby, big three of Farm Forum program, pictured on front page . . . Milton Dickey in the spotlight (now in Kansas City).

2 Years Ago This Month

Buster Fellows featured in the spotlight . . . "Korn's-A-Krackin'" on network, winning friends for Ozarks region throughout U. S. . . . Lou Black returns to KWTO from Shenandoah . . . Fran Booton featured in Opal's "Stars of the Stars" column (now in Council Bluffs, Iowa).

1 Year Ago This Month

A letter from Arizona from the Dial Editor . . . Bob Morrison new disk jockey on the Best By Request Show (now with another Springfield station) . . . Cornfield Follies program bows to shut-in pals . . . Goo-Goo Rutledge in spotlight.

FICTION AND FACT

Sam Cowling, chief heckler of ABC's Breakfast Club, has inserted the following in Sam's Almanac: "The best place to find a helping hand is at the end of your arm."

Violet Gamble Morton: What is your favorite ABC Network program carried by KWTO?

Culley Holt: I'd vote for Crosby on Wednesdays and the Railroad Hour Monday nights. I like Gordon McCrae's singing, and that program is the only one that gives radio listeners a chance to hear good light opera and musical comedies every week. Some of McCrae's guest stars are the best in the business.

Penny Nichols: We always listen to Walter Winchell and Louella Parsons on Sunday night, but I guess my favorite daytime program is Welcome Travelers. You hear about such interesting people and places, it's almost as good as taking a trip yourself.

Goo-Goo Rutledge: That's easy. Stop the Music on Sunday night is my favorite. I like to see if they can stump me on the tunes they play.

Zed Tennis: About the only time I have to listen a lot is Sundays, and we think Mr. President at 1:30 is a fine show and sounds like the real thing—right out of the White House. I'm also partial to the Curt Massey show at 6:30 on Sunday because I pick up ideas for instrumental arrangements.

Floyd Sullivan: Naturally I like to listen to commentators, and I think Baukhage at 12 noon weekdays is one of the best. We also catch Pearson and Don Gardner every Sunday.

★ LETTER FROM "OZARK"

Bill Ring shared with The Dial a letter he received recently from former KWTO fiddler "Ozark Red" Lovell, who is now in California. Not only is he appearing on one of the first television shows in the San Francisco Bay area, working under a 26-week contract, but he is making Decca records and has a radio show starting early this month. In the TV program, which has a regular script, set and direction in movie-making fashion, Red plays the part of a barber, "Clem," and does some fiddling. The scene is an Ozarks barber shop.

Red also wrote that he'd taken a trip to Los Angeles where he saw the Weaver Bros. and Elviry, who are extremely enthusiastic about television, and former KWTO announcer Don Harvey, who has appeared in 27 full-length movies.



THE SPOTLIGHT

DIODENES' BIOGRAPHY OF
VETERAN JUNIOR HAWORTH

Even after all these years, Junior Haworth still isn't sure how it happened. All he knows is that one Saturday morning in 1932 he was out in the country with his family, amusing himself as children will—riding stick horses, playing cowboy and Indian, catching crawdads in the creek. And a week later he was a professional radio entertainer. "Gettin' paid, n'everything!"

Ten-year-old Junior almost didn't enter that amateur contest conducted by Ralph Foster's first Springfield radio station. He was weary after his big day in the country, sleepiness drooped the corners of his eyes, and his mother, Aunt Martha, suggested: "I don't think you'd better go up there and try out. You're just too tired." But he went up anyway, stood on a box before a microphone on the stage in the Chamber of Commerce Building, chorded his way through "My Dear Old Southern Home" on a borrowed guitar, yodeled like mad, and emcee George Earle pronounced him . . . the winnah!

Junior's adolescent luck in radio was the result of plans laid by Ralph Foster and Arthur Johnson when they first opened a station in Springfield. They wanted to staff it with local entertainers, folks who sang the songs and played the instruments Ozarkians like to hear, and staged a series of amateur contests to find the sort of talent

they wanted. Junior's uncle, Slim Wilson, was a previous winner, and was fiddling, yodeling and playing guitar on WHB in Kansas City by the time Junior was ready to try his luck.

"I learned to yodel from Slim, tuning in his Kansas City program every day at noon," Junior recalls, "so you might say he helped me get my first radio job, and helped me keep it, too. I was on the Uncle Zeke program, first with Eddie Ullmann and later with George Earle. They'd read the funny papers on the air, and I'd yodel things like 'Lonesome Cowboy' and 'Goin' Back to Texas,' learning a new one each week by listening to Slim's broadcasts. Every time my voice would crack, George Earle would make such a funny face I'd break out laughing."

Some months later, Slim came back from Kansas City, Aunt Martha joined the staff, and the three of them formed the original Goodwill Family. Not only was Junior's radio career uninterrupted for 10 years, until he was drafted in 1942, but the popularity of the youngster with the curly, tow head and baby-ish smile increased steadily.

Junior was born May 16th, 1922, in Springfield, "with a contrary streak," Aunt Martha says. "All my family likes music so I had him take piano and accordion les-

(Continued on page SIXTEEN)

INSIDE AT THE STUDIO

BY THE EDITOR
OF THE DIAL

You may have heard the foolishness on Tuesday night's Korn's-A-Krackin' program involving **Buzz Fellows** and **Zed Tennis**, but you'd have to have television in technicolor with perfume for a full appreciation of it. It began with **Lou Black**, **Slim Wilson** and other members of the crew baiting the boys over fan letters, calling Buzz "Ronald" (Colman) and calling Zed "Ty-rone" (you-know-who) . . . Far from being embarrassed, our bush league Beau Brummels pretended to take the razz-ma-tazz seriously. The following week, Buzz groomed his hair with some scented concoction which, according to **Dale Parker**, "asphyxiated two prize Durocs in Polk County and—one day when the wind was even stronger—curled the mane of a Percheron in Tuscaloosa" . . . Then Buzz blossomed out in a maroon smoking jacket and Zed in a two-toned brown suit so Hollywood you could almost hear cameras cranking. They even asked for leather Oscars! "When you boys come in here wearing berets," Lou told them, "this nonsense stops."

Floyd Sullivan's toy pinscher is spoiled worse than a prize racehorse, and even has a dog-size horse blanket! Its closest competition for KWTO attention comes from **Lee George's** vest-pocket Chihuahuas, which look like shrunken Bambis. Lee's poochs took the prize for comical behavior, however, the day they wandered into the Dial office, looked into a box of Dials with **Goo-Goo** in triplicate on the covers, and barked like crazy for 10 minutes . . . A story elsewhere in this issue, crediting **Jim Lowe** and **Lou Martin** with dreaming up our crossword puzzle, neglected to mention **Joe Slattery**, who contributed half a dozen of the really tough ones . . . Speaking of owls (as that story does), come around to have a look at **Jim** and **Bill Hickman** (of the 8:15 a. m. Taystee show) in their horn-rimmed be-bop glasses, and skip your spring trip to the zoo.

The **Matthews Quartet** is still keeping up a terrific pace of four or more personal appearances each week and visiting three different churches every Sunday . . . Leave it to **Monty** to break the harmony—the evening they sang at the First Christian Church in Carthage. The boys stepped back to bow to the audience and Monty fell off the stage backwards, smack on his face. It was just a few minutes later that

Bob Money's glasses slipped slowly and comically off his nose, right in the middle of his solo! . . . Their Kansas swing will take in Erie, Chanute, Clifton (where **Jack Matthews** is pastor), and Manhattan. A good many of their personals are MFA luncheon meetings, where—the lads say—the food is wonderful . . . The boys had two interesting experiences on their most recent Dearborn trip: Singing for the Young People's Class at a Louisville Church at 5 p. m. the Sunday they were away; driving from Columbus to Louisville in a Buick convertible sent down by a Detroit aunt for them to use . . . **Culley**, **Bob Hubbard**, **Bob Money**, **Monty** and **Bill** all fell in love with the Ohio River and the Kentucky countryside—plantations and the breeding farms of horse-fanciers, white fencing, manicured pastures. "For the first time in my life," Monty said, "I wouldn't mind being a retired race horse."

Nobody noticed **Shorty** and **Sue Thompson's** boys, **Gary** and **Wayne**, playing around the Biederman truck that delivered a partial load of furniture to their house—until the truck was gone, with the boys inside it! Fortunately the driver stopped only 17 miles away to make another delivery, found the accidental ride-hitchers, and brought them back home . . . "Just think," Shorty said. "Biederman's gives free delivery within a 150 mile radius, so you boys have 133 miles coming to you!" . . . **Penny** and **Tharol Nichols** often visit a friend these fine weekends—their palomino, which they keep on his brother's farm near Salem . . . The tall, blue-eyed charmer you saw in the KWTO Dial booth at the Ozarks Exposition late last month was **Betty Evans**, new Promotion Department secretary.

One of **C. C. Williford's** favorite correspondents signs herself "Kate, a Flemington Freshman," and the fact that she's a favorite is understandable from this excerpt from a letter in which she begs him to take up singing: "When he says it will shine, it is certain to pour: when he says it will stop, there is sure to be more. So please, Mr. Williford, make song your profession, and about the old weather don't keep people guessin'" . . . It looked like winners' laurels for **Buzz Fellows** and **George Rhodes** in the pitch tournament that's been going on for three weeks in the newly decorated talent lounge on third floor—until **Doc Martin** and **Chuck Bowers** sprinted past them for a photo-finish.



COME RIGHT IN A TRAILER IS HOME TO PENNY, THAROL

Penny and Tharol Nichols dream of the day when they'll have a fenced-in, ranch-type cottage with a screened-in porch, a patio, and a long, cozy living room. Meantime, they're happy as can be with their 28-foot trailer, in which they live not half a block from KWTO.

Their mobile home consists of three rooms—living room, kitchen and bedroom. They're sitting on the davenport in the living room in the picture above. It is covered in a bright floral chintz, reds, blues, green and a spice of yellow, and folds out to become a guest bed. Penny has made matching draperies.

She has also made red and white checked curtains for her compact little kitchen, and beige and white monk's cloth curtains for her bedroom. The latter has a small vanity, a folding Hollywood bed with a white hob-nail spread, pretty lamps, and the feminine touches she loves.

Tharol is off to work at King Furniture Factory at 7:30. Penny has plenty of time, since she doesn't go on the air until 10:30, to fix the kind of breakfast he likes—pan-

cakes or eggs and ham, but always with cream gravy. "He's got a farm boy appetite," she explains. He has luncheon coffee made by the time she's home from the station shortly after 12, and she has afternoons to herself. One day a week she goes to the self-service laundry. Another day it's ironing, a third mending Tharol's Sox and shirts. When there's time she plays records to learn new songs.

At 3:30 it's time to start dinner—rolls or homemade bread, apple pie, all the home-cooked good things that take awhile to prepare.

"Some day we'll have a home with gobs of flowers," Penny says. "but right now, this works out fine for us. Besides, in nice weather we go to our cabin on the Gasconade River about 12 miles from Rolla. We have a new boat and motor, a comfortable screened-in porch, and a chance to live all our nice weekends out-of-doors."

Penny's program schedule includes her own Lipscomb program at 11:45, and such KWTO variety shows as Korn's-A-Krackin'. Her trademarks: Red hair and vivacity.

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, friends!

And now comes lovely April! Spring comes on forever, doesn't it? And how many Aprils do you all remember? There is no lock on memory's door . . . I remember such a charming little poem which reminds me that there is none:

"My sweet old grandfather is very old,
Ninety years or more, I'm told—
And once when nobody else was there
I tiptoed up to the old man's chair.
He was whispering, sad and low:
"Mary, dear Mary—I love you so!"
And I left as quietly as I came,
For Mary WASN'T GRANDMOTHER'S
NAME!"

. . . But spring comes on forever, anyway, and we renew our lives, we recall lost Aprils, we remember April rains and we live again!

Fred Starr, a fine columnist down at Fayetteville, Ark., always intrigues me with his writings. He sees spring on the way and says:

"Now comes the greatest season of the year in the hills. The season of fly swattin' and porch settin' and whittlin'. Of lookin' over crops and diggin' amongst garden truck and flowers. And readin' weather signs, and sassafras tea drinkin' and poke eatin'—and a-dunkin' corn pone in good rich pot likker. And then a-settin' on a creek bank a-watchin' a bobbin' cork. An' comin' in with a string of fish to eat, with black coffee so strong hit would float an iron wedge. And now's the time a-comin' fer picnics, and youngens a-courtin' an' ants a-gettin' into your dinner basket, an' all day singin's, with dinner on the ground. And chigger scratchin' an' protracted meetin's an' black haw huntin' and a geein' and hawin' in hillside fields, with honest sweat goin' to fertilize the crops."

I daresay that over half of you don't know what pot likker is. The late Huey Long of Louisiana was famed for his filibusters about pot likker. It has nothing to do with alcoholic likker. Pot likker is the juice left in the pot after cooking wild greens with a big ham bone. And you dunk your corn pone in that, and it's rich with every vitamin known to science, believe me! Nothing better than pot likker!

Speaking of the ants getting in your dinner bucket, there was an old fellow down our way who said, "They say the ants work harder than anything on earth. Maybe they do, but I take notice that they find time to make all the picnics!"

A Dial reader writes to ask me if I know the words to the very very old folk song "Old Joe Clark." Well I should say I do! And there comes in Arkansas again. Fine place is Arkansas!

"I wish I was in Arkansas a-settin' in a hick'ry chair, one arm 'round my old coon dog and one around my dear! The purtiest gal I ever saw went runnin' round the house. She had a 'coon skin 'round her neck, and the tail was in her mouth! Git along, Ol' Joe Clark, git along Ol' Joe. Fare-you-well, Ol' Joe Clark, fer yonder comes my beau!

"I went down to Ol' Joe Clark's and Joe was not at home. I e't all of Ol' Joe's meat and left Ol' Joe the bone. I wish I wuz an apple a-hangin' on a tree, an' every time my true love passed, she'd take a bite of me!

"I wouldn't marry an old maid, I'll tell you the reason why: Her neck is so long an' skinny I'm afraid she'd never die! Her head is like a coffee pot, her nose is like the spout, her mother is like an ol' fireplace with the ashes all raked out! I'll go up on the mountain top an' plant me a patch of cane. I'll make me a jug of molasses to sweeten Little Liza Jane!

"I wish I had a needle and thread as fine as I could sew. I'd sew all the gals to my coat tail and down the river I'd go! So farewell Ol' Joe Clark, fare-you-well Ol' Joe. Fare-you-well, Ol' Joe Clark, fer yonder comes my beau!"

I want to send my love especially to the shut-ins. I so often get letters from them. I never go before the microphone or write a line but I think of the shut-ins. I love to hear from them. I love their philosophy, always so brave and courageous. So often do we forget the suffering of invalids, the darkness of the blind, those who cannot take the road, eager and alert. You and I have the joy of being up and out upon some purpose bent, with work to do instead of lying and wishing we might. But so many voice a prayer every day of their lives for just the strength to walk and work and breathe God's good air. I send my very deepest love and cheer and good wishes to all shut-in friends of mine.

Well, again I am asked a question—"What is a devil's lane?" In the old days they had them, and now all the folklorists are getting worked up about what caused them. Indeed, they are interesting, and quite a story.

A devil's lane was a strip of ground run-
(Continued on page EIGHTEEN)



1



2



3



4

FLASHES IN THE PANORAMA

1. Two people who probably know more about what's going on at KWTO than most of the station's employees are Mrs. Maudie Corbin and Mrs. Eula Dyer, who staff the diner next door to the station from 6 a. m. until 3 in the afternoon. They know how Lou Black likes his eggs, how much sugar Dale Parker wants in his coffee, and how Les Kennon is always in too much of a hurry to finish whatever he's ordered. Here they keep four hands busy waiting on the Matthews team—pianist Bob Money, Bill, Monty, Culley Holt and Bob Hubbard.

2. Three "men behind the news"—Marvin Tong, Paul Glynn and Editor Floyd Sullivan hold a mid-afternoon conference on material for the 4 o'clock news. Marvin, former editor-owner of the Gainesville Times, checks copy coming in on the United Press wire machine. Paul is a "leg man" as well as a writer.

3. One of the most widely discussed programs to make its appearance on the KWTO schedule is Guide to Happier Living, which presents Dr. George W. Crane at 10:15 a. m. Monday through Friday. Dr. Crane is a Ph.D., M. D., author, lecturer, writer of a newspaper column, a famous psychologist whose guidance has helped many men and women to lead happier and more useful lives. The bakers of Holsum Bread are responsible for bringing this fine program to the Ozarks area.

4. The Dial reader who requested a picture of Bill Ring's family probably didn't expect this—young Carl Ring recuperating from an emergency appendectomy in one hospital bed, Thelma recuperating from an operation in the other. Carl was rushed to the hospital just a few days after his mother entered it.

SPONSORS' CORNER

PROGRAM NEWS

KWTO is hearing plenty from listeners, both by mail and phone, about the new Saturday night block programming that gives our audience an hour and a half of hill-billy shows. They welcome the return of Ozarkanna Corners and the Crossroads Store characters at 8:30. They like Phillips Petroleum Company's National Barn Dance at 9, with Bob Atcher, Lulubelle and Scotty, John Dolce calling square dances, and a Bill Bailey other than our own as master of ceremonies. (Bob Atcher, by the way, wrote "I'm Thinking Tonight of My Blue Eyes," which sold 3,000,000 records, and "Crying Myself to Sleep," which sold 2,000,000 more.) Finally, Hillbilly Hit Parade at 9:30, which literally "parades" the whole gamut of KWTO talent singing the favorites on which listeners have voted, is already extremely popular. Central Feed Co. is sponsoring Ozarkanna Corners; Janss Lumber Co. "angels" Hillbilly Hit Parade.

It's back to the old time on the air for Ike Martin's popular Saturday feature, Meet Your Neighbor, featuring Mrs. Martin and her son as well as Goo-Goo, Dale Parker and Buster. The program is now heard at 1:30 following a new ABC feature, the 101 Ranch Boys. Mrs. Martin graciously okayed the move from 11 a. m. Saturday to permit KWTO to carry one of the brightest variety programs we've ever offered, the Girls' Corps, sponsored by Hormel and Hormel, the makers of Spam, onion soup, and a whole icebox full of famous products. This is a program on which you'll hear every song favorite you can recall. There is fine choral singing, there are wonderful vocal solos, marching music, ballad classics, all presented by an all-girl ensemble that proves that the petticoat set can make interesting music.

It's a pleasure for KWTO to be able to add to its useful farm service features the Everett Mitchell show, sponsored by Armour and Co., heard at 4:35 p. m. Mon., Wed. and Fri. The popularity of this valuable five minutes testifies to the increasing interest, in the Ozarks area, in improved farming methods.

Rockdale Monument Co. of Joliet, Ill., is offering a catalog on the Ozark Newsettes feature every Mon. through Fri. at 5:15 . . . New spot announcement campaigns on

SPORTS SPOTLIGHT

. . . BY LEE GEORGE

The Buffalo High School Bisons won the Missouri State High School Basketball Championship to prove, once again, that some of the best basketball in the state is played in Southwest Missouri.

I refereed a basketball game recently in which a one-armed player participated and did a creditable job of playing. One of the outstanding players in the recent State tournament has only one eye, but you'd never know it the way he scores baskets.

At the banquet honoring Buffalo's champions, Coach Eddie Matthews received a combination radio and record player, a wrist watch, and a complete tailor-made outfit of clothes. The coach of Southwest Missouri State College, A. J. McDonald, in attendance at the banquet, said: "I think I'll go back to coaching high school ball, you get more!" Andy got a trophy and a kiss for having the greatest basketball record of any team in the nation for the biggest part of the season, and for winning the MIAA conference. He was also honored by the Springfield Chamber of Commerce.

Rumor had it that Bill Smith of Conway and Johnny Murphy of Richland, two outstanding district high school basketball stars, were to play with the Conway Pavers in the IBAA tournament, but it seems parental influence predominated. The boys simply watched the tourney from the stands.

The 194 pounds of fish caught at Norfolk Lake in Arkansas by three Tulsa fishermen will probably be the record catch of the season. Thirty fish weighing that much are big fish, brother, especially when they're bass . . . Catfish fishermen have been giving a bait company fits. The company (an advertiser over this station) guarantees the bait to catch fish, and whenever you do that you're going to get plenty of bites from the cat-fisherman, for sure. One of the first people to order a jar of the bait was R. D. Foster, KWTO president, and I'll guarantee I wasn't far behind. Catfish are a real delicacy in my family.

KWTO are advertising Luber-Tone, a motor-tuning lubricator, and Crosley Shelvador refrigerators . . . Mercer Refrigeration Co. is adding to your Sunday afternoon enjoyment with Community Chapel at 2:15.

CROSSWORD PUZZLE

ACROSS

1. and 4. A favorite KWTO entertainer.
8. Timid.
9. Wife of pictured star.
11. You hear through this.
13. KWTO program on Mutual Network.
16. A worm.
17. Move stealthily.
18. Pen for pigs.
19. To produce designs or pictures on metal.
22. Therefore.
23. Short for Tyrone.
24. Prefix.
26. Initials of a KWTO bass fiddler.
27. To summon officially.
29. Philippine knife.
31. What Jim Lowe says an owl can say if it wants to.
32. First name of U. S. Army Chief.
33. Abbreviation for courts.
35. Nickname of KWTO News Chief.
41. Last name of Rita Hayworth's husband-to-be.
42. House (Spanish).
43. Sun god.
44. Electrically charged particle.
45. Member of rodent family.
47. Missouri's fourth largest city, and state abbreviation.

DOWN

1. First name of KWTO star.
2. Words to music (singular).
3. Catholic religious ceremony.
4. Vigil.
5. To escape accidentally.
6. Ozark river.
7. Bands (abbreviation).



8. Trap shooting.
10. Boy's name.
12. Anybody.
14. Tenth letter of Arabic alphabet.
15. Pronoun.
20. Nephew of pictured star (last name).
21. Redheaded singer (last name).
25. River (Spanish).
26. KWTO talent chief (last name).
28. First name of ABC afternoon emcee.
29. Star of Shut-in Club (last name).
30. Ozark Mountain (abbreviation).
34. Star Boston Braves pitcher from Arkansas Ozarks.
36. University of California (abbreviation).
37. Body of water.
38. Measurement.
39. Your radio neighbor.
41. Egg drink.
46. Morning.

★ FOOTNOTE TO THE PUZZLE

Once again our newscaster for the Creamo news at 4 p. m. weekdays, Jim Lowe, and morning announcer Lou Martin, put their curly heads together and came up with a Dial crossword puzzle—a bigger and better one than their first venture which appeared in the March issue. As the Dial editor went over their copy for it, she paused at "31 across," originally defined as "What an owl says."

"This can't be right," she said. "It's only three letters. What an owl says is four letters!"

Lou Martin mumbled something about it being pretty difficult to "make words come out right up and down and crossways too," but Jim was indignant.

"Do you mean to tell me," he demanded, "that you don't believe in freedom of speech for owls?"

And that, dear friends, is how "31 across" got its definition slightly changed.

NEW SUNDAY PROGRAM

If you've wondered, sometimes, whether Dick Brown, the Stop the Music vocalist, can really sing a song all the way through, title and all, then tune in Through the Listening-glass every Sunday afternoon at 3:30. Dick is one of the featured vocalists on this thoroughly charming half-hour of musical favorites, and you'll also thrill to Jack Shaindin's "Silver Strings" ensemble. The program is sponsored by Lowry & Sons, Insurors.

★ MAN WITH WHISKERS

What the entries in last month's Cover Contest lacked in quantity (there were only 134 compared with 360 the previous month), they certainly made up in quality. Even guesses that went wild and identified our bewiskered cover character as Slim Wilson, George Rhodes, Buzz Fellows, Lum or Abner (they're on another radio station), Luke McNeley, Dale Parker, Al Stone, George Earle and even Chuck Bowers and Bill Ring, were often so clever the Dial editor had a difficult time rejecting them.

Accordingly, the prize field has been opened up to include not only first prizes of a full year Dial subscriptions to Mrs. Willard Buck of Hartville and Mrs. E. G. Ayres of Lamar, but two-month extensions for the following runners-up: Mrs. R. V. Roper, Ava; Edmond Stout, Aurora; Edna Weaver, Niangua; Mrs. P. M. Brown, Rockbridge; Mrs. Robert F. Evans, Mount Vernon, and Mrs. Lena Hall, Springfield. Judging was based on originality, humor and powers of observation. The correct guess: Bill Bailey. Several of the winning entries will be printed in next month's Dial.

★ ABC "PRIZE" SHOWS

Stop the Music, the gargantuan give-away show carried by ABC-KWTO from 7 to 8 p. m. Sunday evening, continues to ride high in the top five Hooper rating of network programs. One avid listener is Dale Parker, who likes to imagine what fun he'd have with all those prizes—the new Kaiser, the trip to England, the complete new wardrobe, the diamond-studded what-have-you's. Finally he came up with a suggestion for balancing the national budget without levying any new taxes: "Just arrange for the Secretary of the Treasury to name the Mystery Melody!" . . . Sponsorship line-up on Stop the Music now includes Old Gold for the first and last 15 minutes, Eversharp and Speidel the second and third 15-minute portions.

Another ABC-KWTO program with a whopping Hooper, Walter Winchell's, launched a \$145,000 contest late last month. You visit your Kaiser-Fraser dealer, get a fact sheet on the two cars, write a 25-word statement about the Kaiser, and mail it to Kaiser-Fraser Contest, P. O. Box 12, New York 46, New York. The 145 winners will each receive \$1000 towards the purchase price of one of the new cars.

OFF THE CUFF

. . . STUDIO GOSSIP

Signs that green-up time's a-comin' . . . **Junior Haworth's** new blue Plymouth . . . **Aunt Martha's** even newer green De Soto, and the dress, shoes and hat she just happened to have to match it . . . **Ralph Foster's** office door closed from noon Friday until Monday morning, and fishin' trail mud on the wheels of his station wagon when he returns . . . **Jim Lowe** in a pale pink shirt, cruising his convertible with the top down . . . **Goo-Goo** walking straight up the stairs to the second floor, instead of pausing at the landing to catch his breath . . . **Lou Black** working up three, five and six-person "acts," Goodwill Family, Chuck Bowers and company, etc., to book personal appearances in Ozarks communities. (If some organization in your town would like to arrange a personal, write to Lou) . . . One possibility on tap is an appearance in Branson later in the month when that up-and-coming community dedicates its new Main Street White Way.

Les Kennon and **Bill Bailey** almost choked with laughter when they were passed by a speeding car on St. Louis St. the other day. A sign on the front said: "For Sale. Inquire Within" . . . **Les, KWTO President Foster** and **Si Siman** leave April 9 for Chicago and the National Association of Broadcasters convention . . . Imagine Si's embarrassment when he and his wife and **Les** and **Ruth Kennon** were playing chinker-check one evening not long ago, and **Rosanne** expressed a wish to see the new KWTO carpeting. "Let's take a run down there," Si suggested, completely forgetting snoozin' Suzan, his 6-week-old daughter, in the next room. "Fatherhood is wonderful," he apologized, "but I still can't get used to it" . . . Apologies to the Dial subscribers to whom we promised pictures of **Williford** and of **Slim Wilson's** family in this issue. The Williford picture has to be retaken, and **Ada Wilson** begged us to wait until her peonies are in bloom.

RED STAR DAY

April 16 has been designated Red Star Flour Day in Springfield. Bill Ring, Chuck Bowers, Goo-Goo and Doc Martin, who've been selling this General Mills product at 3:45 weekday afternoons over KWTO for two years, will make personal appearances at Springfield super-markets throughout the morning and afternoon.

SCHEDULE FOR APRIL

WHAT'S GOING
ON AT KWTO?



WEEKDAYS AND SATURDAY

5:00 a.m.—Yawn Patrol
 5:45 a.m.—Rev. Hitchcock
 6:00 a.m.—Southland Echoes (M-W-F)
 6:00 a.m.—R. F. D. Roundup (T-Th-S)
 6:15 a.m.—R. F. D. Roundup
 6:30 a.m.—Goodwill Family
 6:45 a.m.—Goodwill Family (M-W-F)
 6:45 a.m.—Lula Belle, Scottie (T-Th-S)
 7:00 a.m.—Shorty Thompson
 7:15 a.m.—Yellow Bonnet Show
 7:30 a.m.—Newscast
 7:45 a.m.—Shorty's Gang
 7:45 a.m.—Goodwill Family (S)
 8:00 a.m.—Chuck Bowers
 8:15 a.m.—Bill Ring Show
 8:15 a.m.—Church Page (S)
 8:25 a.m.—Weatherman Williford
 8:30 a.m.—Breakfast Club—ABC
 8:30 a.m.—Matthews Quartet (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.—Song of the Day
 9:20 a.m.—What's New
 9:25 a.m.—Markets (S)
 9:25 a.m.—Betty Crocker—ABC
 9:30 a.m.—Saddle Rockin' Rhythm (S)
 9:45 a.m.—Sunshine News
 10:00 a.m.—Goodwill Family (M-W-F)
 10:00 a.m.—Saddle Rockin' Rhythm (T-Th)
 10:00 a.m.—Stars of Tomorrow (S)
 10:15 a.m.—Guide to Happier Living
 10:30 a.m.—Ted Malone—ABC
 10:30 a.m.—What's New (S)
 10:45 a.m.—Slim Wilson
 11:00 a.m.—Ozark Farm Hour
 11:00 a.m.—Girls' Corps—ABC
 11:15 a.m.—Markets, Slim Wilson
 11:30 a.m.—Ark. Conservation Comm. (S)
 11:45 a.m.—Penny Nichols
 11:45 a.m.—Farm Forum (S)
 12:00 noon—Baukhage Talking—ABC
 12:00 noon—Farm Forum (S)
 12:15 p.m.—Matthews Quartet—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.—Ranch Hands—ABC
 1:30 p.m.—Bride and Groom—ABC
 1:30 p.m.—Meet Your Neighbor (S)
 2:00 p.m.—Judy and Jane

2:00 p.m.—Treas. Band Show—ABC (S)
 2:15 p.m.—Kitchen Talks
 2:30 p.m.—House Party—ABC
 3:00 p.m.—Linda's First Love
 3:00 p.m.—This Is For You—ABC (S)
 3:15 p.m.—Hayloft Frolic
 3:30 p.m.—Matthews Quartet
 3:30 p.m.—Ballad Box—ABC (S)
 3:45 p.m.—Cornfield Follies
 3:45 p.m.—Melodies—ABC (S)
 4:00 p.m.—Creamo News
 4:15 p.m.—Markets
 4:25 p.m.—Animal World Court
 4:30 p.m.—Weatherman Williford
 4:35 p.m.—Everett Mitchell (M-W-F)
 4:35 p.m.—Interlude (T-Th-S)
 4:45 p.m.—Goodwill Family
 4:45 p.m.—Ozark Newsettes (S)
 5:00 p.m.—Chuck's Shut-In Club
 5:15 p.m.—Ozark Newsettes
 5:15 p.m.—Christian Science pgm. (S)
 5:30 p.m.—Jack Armstrong and Sky King
 5:30 p.m.—Man on the Farm (S)
 6:00 p.m.—Newscast
 6:15 p.m.—Sports Spotlight
 6:30 p.m.—Lone Ranger—ABC (M-W-F)
 6:30 p.m.—Counterspy—ABC (T-Th)
 6:30 p.m.—Hawthorne—ABC (S)

SUNDAY PROGRAMS

6:30 a.m.—Goodwill Family
 7:00 a.m.—Rev. Hitchcock
 7:30 a.m.—Goodwill Family
 8:00 a.m.—Newscast
 8:15 a.m.—Sermons in Song
 8:30 a.m.—May Kennedy McCord
 8:45 a.m.—Al and Lee Stone
 9:00 a.m.—Message of Israel—ABC
 9:30 a.m.—The Southernaires—ABC
 10:00 a.m.—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—Red Cross Program
 12:15 p.m.—Senator Kem
 12:30 p.m.—Sermons in Song
 1:00 p.m.—Yellow Bonnet Newscast
 1:15 p.m.—Drury Quarter Hour
 1:30 p.m.—Mr. President—ABC
 2:00 p.m.—Harrison Wood—ABC
 2:15 p.m.—Chapel in the Sky
 2:30 p.m.—Treasury Band
 3:00 p.m.—Armed Forces Radio
 3:15 p.m.—Dick Todd—ABC
 3:30 p.m.—The Listening Glass
 4:00 p.m.—Sunday With You—ABC
 4:30 p.m.—Quiet, Please—ABC
 5:00 p.m.—Drew Pearson—ABC
 5:15 p.m.—Monday Headlines—ABC
 5:30 p.m.—Greatest Story—ABC
 6:00 p.m.—Pat Novak—ABC
 6:30 p.m.—Curt Massey Show—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.—Theater Guild—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—Revival Hour
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—The Railroad Hour—ABC
 7:45 p. m.—Henry J. Taylor—ABC
 8:00 p. m.—Cavalcade of Music
 8:30 p. m.—It's Your Business
 8:45 p. m.—Pipes of Melody
 9:00 p. m.—Best By Request
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Best By Request
 9:00 p. m.—Korn's-A-Krackin'
 9:30 p. m.—Professor Quiz
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Original Amateur Hour—ABC
 8:00 p. m.—To Be Announced
 8:30 p. m.—Groucho Marx—ABC
 9:00 p. m.—Bing Crosby—ABC
 9:30 p. m.—Milton Berle—ABC

10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—Spotlight on Industry
 7:45 p. m.—Sully's Spotlight
 8:00 p. m.—Go for the House—ABC
 8:30 p. m.—Prayer Meetin' In the Ozarks
 9:00 p. m.—Best By Request
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—The Fat Man—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Break the Bank—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Cavalcade of Sports—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Challenge of Yukon—ABC
 7:30 p. m.—Famous Jury Trials—ABC
 8:00 p. m.—Little Herman—ABC
 8:30 p. m.—Little Crossroads Store
 9:00 p. m.—National Barn Dance—ABC
 9:30 p. m.—Hillbilly Hit Parade
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request

YOUR STARLORE

**BIRTHDAY SIGNS
BY OPAL PORTER**

"The Sign of the Ram"—have you read this unusual book? It refers to Aries, whose birthday group is March 21 to April 20. I may get a bit personal in writing of Aries, for it has a special place in my heart as first sign of the Zodiac, first in many ways. It is the sign of leadership. Mars, planet of desire, energy and action, rules this Cardinal Fire Sign.

Aries ushers in the spring equinox. Its natives radiate the buoyancy of new life, new hope. It rules the head of the Cosmic Figure, is called the sign of the head. Its symbol is the ram.

All Arians I have known have been of high principle and excellent morals; good to the core.

Aries men seem to do best in professions, though their versatility qualifies them for many vocations. Possibly Charles Chaplin

is the best known living Arian (if we discount Dewey), and Thomas Jefferson and Booker T. Washington are best-remembered. Getting closer home, there's your favorite sportscaster, Lee George. Note KWTO's daily schedule—"Yawn Patrol" is synonymous with Lee George, the leader. (Friends are always urging me to get up and listen to Lee. Sorry! I'm pounding my ear at that hour, even though I know his program is delightful.)

My favorite Arian is a stepson, Hollis S. Thomas, who, just out of medical school, chalked up such a notable war record he was appointed acting surgeon for the U. S. government after World War I. Today he heads a busy department in one of the finest clinics in the country, is a fine lecturer at the clinic, besides being a brilliant pianist, as clever with the ivories as with the surgeon's tools.

Jupiter in your career zone should bring you honors and prestige. Saturn stabilizes your work. Beware of Neptune in the house of marriage. He's tricky and opposes your sun-sign!

THE SPOTLIGHT

CONT. FROM
PAGE FIVE

sons when he was nine, but he wouldn't do a thing with 'em. Then he turned right around and borrowed a neighbor's guitar and worked like crazy on it, learning to chord all by himself."

Perhaps it was because he became a professional in a grown-up world at the age of 10 that Junior still retains a youngster's fondness for certain things—"any movie with horses or airplanes in it; practical jokes and make-believe games."

He has wonderful fun with his children, Shirley Jean, just turned six, and Donna Fay, who'll be three in May. He not only reads them all the usual children's stories, but acts out the parts. His pretty wife, Wanna Fay, says that sometimes neighbors must think they live next door to a zoo. "But it's just Junior, imitating the Papa Bear, or the wolf in 'Red Riding Hood,' talking a high 'Snow White' falsetto, or cackling like the 'Little Red Hen.'"

Shirley Jean, in turn, play-acts constantly, dressing up in her mother's clothes, making faces before a mirror, chattering to herself, with the younger child mimicking her with envious adoration. Shirley has even gone flying with her father, and loves it except when he practices landings and take-offs. "I want," she says demanding, "to go places, not just ups and downs!"

When Junior was still in Pipkin Junior High School, and was reprimanded by the dean for playground scuffling or running in the corridors, the dressing-down always ended with the line: "Just because you work at the radio station doesn't mean you're going to get away with anything around here!" Except for this occasional reminder that his life was a little different from that of his classmates, Junior enjoyed his school days. When Doc Martin got up a small band for entertainments, a teacher loaned Junior the school's bass fiddle. Other musically inclined boys admired his success. And he was genuinely fond of some of his studies at Senior High School, especially history and mathematics.

It was in 1938 that Wanna Fay Blackwell came to the studio to watch a broadcast and Junior, immediately smitten, introduced himself and asked if she'd like to go down to the dime store for a banana split. She would. Then, embarrassed, Junior asked Doc Martin to go along. Once again the "contrary streak" his mother speaks of turned up. The three of them had banana

splits—and Junior and Doc walked off and left Wanna Fay with the check! (The culprit later confessed why: He didn't want Doc to think he was such a sissy as to get a crush on a girl.)

It wasn't long, however, before Junior was picking up all the checks, and four years later, when he was 20, they were married. Wanna Fay lived with her mother while her husband was in the Army—teaching armaments for 26 months, loading bombs and guns for the 501st bomber group in Jamaica, a beautiful spot where he dreams of taking his wife some day.

Oddly enough, it was because of the Jamaica assignment that Junior became really proficient as a guitarist, and graduated from a technique of "faking." An Air Force orchestra was being recruited to play at the Myrtle Bank Hotel in Kingston. Could Junior read music? "Sure," he said, contrarily, although he couldn't; couldn't even read chord charts for guitar.

"I learned, though, the hard way," he says, mopping his forehead. "Fortunately, they couldn't hear me too well while I was learning, because I sat between the piano and the drums!"

After further tours of duty in ordnance school in Illinois and driving a trailer truck in Colorado, Junior was graduated from his khaki clothes and crew-cut in December of '45, and headed back home to take up his KWTO duties once again. Itchy-foot caught up with him in the fall of '47, about the time the Haworths were comfortably settled in their new, modern home in Brentwood, and he went off to Denver to join the Shorty Thompson troupe. He rejoined the Goodwill Family in a few months, and then, last April, went to WHO in Des Moines to play and sing two shows a day and a Saturday night barn dance with 68 other entertainers. "That place had so many employees," he says, "you had to wear a football suit to avoid injury going in and out the doors.

"Now," he says firmly, "we're back here to stay. Here there's more fun, better flying, and less mud. And believe me, that Iowa mud could be sold like glue!"

Junior will go back to Iowa to pick up the gray Buckingham trailer the Haworths lived in there, a three-room "rolling home" with every convenience except a fireplace. Perhaps they'll live in it here; perhaps they'll sell it and buy a home.

(Continued on page SEVENTEEN)

PORTSIDE PATTERN . . .GEORGE EARLE REVEALS
AN OLD PROGRAM SECRET

I was thinking about Elviry Weaver the other day. She's the cantankerous member of the famed stage, screen and radio act of Weaver Brothers and Elviry. Elviry (June) and Cicero (Frank) Weaver, her husband, are now retired from trouping and are living in California. One summer, about nine years ago, when Elviry and Cicero were living just outside Springfield on South Campbell Avenue road, just for the sake of gaining a little radio experience Elviry did a "soap opera" serial with me on KWTO. We portrayed a typical Ozarkian husband and wife down in the hills with the accent on the humorous side of life, and called the series, "Down on the Farm." Elviry was "Matilda" and I was "Bud." It was never announced that Elviry was playing the role of "Matilda." She preferred to be anonymous. I think there is no harm in mentioning it now, and I just wonder how many listeners knew, or suspected, it was her?

Speaking of Elviry reminds me of one of her favorite stories.

Maggie was telling the folks how she sat by old "Ain't" Hannah's bedside consoling her, while she slowly faded from this life. Maggie was building up her version of the dramatic deathbed scene to the point where her listeners were almost in tears. "Then," she continued, "Hannah looked up at me with soft, sad eyes, and alluva turrrible sudden I seen she wuz a-gaspin' her last. 'Squeeze my hand,' Maggie, she sez, scared-like."

Maggie's listeners leaned forward with a sigh. "What happened next?" they asked anxiously.

"What happened?" Maggie looked at them witheringly. "Why, I squzz it!"

I came across one of James W. Foley's very warm and human poems I'd like to pass along to you. Surely you've read it somewhere, sometime.

STUBBED HIS TOE

Did ye ever pass a youngster 'et'd been an'
stubb'd his toe,
An' was cryin' by th' roadside sort o' quiet
like an' slow,
A-holdin' of his dusty foot, all hard an'
brown an' bare,
An' tryin' to keep from his eyes th' tears
that's gatherin' there?
Ya hear him sort of sobbin' like, an'
snufflin' of his nose,
Ya stop an' pat his head an' some way try
t'ease his woes;

Ya treat him sort o' kind like, an' th' fust
thing that y'know,
He's up an' off an' smilin'—clean forgot he
stubb'd his toe.
'Long th' road of human life ya see a fellow
travelin' slow,
An' like as not ya'll find he's some poor chap
that's stubb'd his toe.
He was makin' swimmin' headway, but he
bumped into a stone,
An' his friends kep' hurryin' onward an'
they left him there alone.
He ain't sobbin' er aint snifflin'—he's too
old for tears and cries,
But he's grievin' jest as earnest, ef it only
comes in sighs;
An' it does a heap o' good, sometimes, to
go a little slow,
To say a word o' comfort to th' man that's
stubb'd his toe.

MEDITATIONS

. . . MATT MATTHEWS

The successful man is one who has lived well, laughed often and loved loyally; one who has gained the respect of his neighbors, his friends and his competitors; one who loves children and dogs and horses; one who loves flowers and music and poetry; one who never lacks appreciation nor dodges responsibility; one who tries to make the whole world better by improving everything near to him; one who expects much and hides his disappointment when it cometh not; one whose life is an inspiration and whose memory is a benediction.

THE SPOTLIGHT

(Continued from page SIXTEEN)

"My plans right now include just three things," Junior states. "I want to spend more and more time on guitar, now that I've really learned, after all these years, how much I didn't know. I want to add to my 300 flying hours and get my commercial license. That private license came in handy in Iowa when the WHO softball team had a Sunday game we had to fly to."

The third thing? "I want to see if Donna Fay can't unscramble her words and talk a little plainer. Shirley is so far ahead of herself she actually spells things out to us, instead of the other way around. But Donna Fay . . . !"

As a sample, this is the grace Donna Fay insists on saying at each meal: "Lord great, Lord good, tanky-food-table-maymen."

LOOKIN' AT YOU

... BY SULLY

Spring is a glorious season and also a busy one, especially for members of the Springfield Fire Department. The fire ladders are a tolerant bunch of fellows, and therefore accept the added labors of spring-time with a minimum of complaint. They have long since learned that with the coming of spring, many people get a yen to aid Mother Nature in looking her best on Easter morning. So they take rake, hoe and spade in hand and go to work in the garden or on the lawn. That would be all right if they didn't take a pocket full of matches with them. After all, thirty grass fires in one day are more than enough to satisfy the fightingest fire fighter.

* * *

Paul Boyd Glynn, the six-year-old son of KWTO Newsman Paul Glynn, frequently begs his father to take him down to Springfield Police Headquarters in the evening for a visit with the officers. Incidentally, Paul Boyd knows many members of the Department by name, including Chief George Walker and Captain Lester Scott. Furthermore, he has learned to distinguish between ambulance sirens. When he hears the sound of a siren, he can tell you who is making the run. In fact, I fear that unless his father gets the youngster on the right track, he will turn out to be a reporter.

* * *

Miss Jerry East, former member of the KWTO News Department, is now with the Jefferson City Bureau of the United Press. She is doing an excellent job of reporting the present session of the Missouri General Assembly. Much of the news from the State House received in the KWTO News Department is her work.

* * *

Marvin Tong and Paul Glynn, of our News Staff, spend many of their leisure hours hunting arrowheads along the James and Finley rivers, with surprising success.

* * *

Mr. and Mrs. Major Gillett, of Whittier, Cal., announce the birth of a daughter, Carol Kay. Mr. Gillett formerly worked in the KWTO News Department while attending Drury College.

* * *

It was George Earle Wilson who gave the KWTO News Room its first tip on the recent early morning Frisco train wreck near Norwood, Mo. He picked up the tip from a friend who works for the railroad.

HILLBILLY HEARTBEATS

(Continued from page EIGHT)

ning between farms where the owners had quarreled over the property line, or maybe they quarreled over cattle or a dog or politics or the Civil War or religion or family troubles, in-laws, or a lot of things. So they wouldn't even let their fences join, they hated each other so badly. Each fellow would move his joining fence back a little way, and that would create a small, narrow lane running between. Nobody owned it, it grew up in weeds, nobody could give a title to it, so they called it the devil's land. And believe me, it was! I know of two sisters who married and lived on adjoining farms and wouldn't speak to each other and each set back the fence line and made a devil's lane in between. Think of people letting a situation come up in life like that!

I remember an old woman who had a devil's lane between her and her neighbor and she sent to one of the "lovelorn" catalogues and got her a husband. She sent her picture (about forty years younger than she was) and he had done the same thing, so when they met at the depot they didn't know each other! She said, "We couldn't find each other nowheres, for we was both a-lookin' for somethin' that wasn't. We was both plum put out, for we didn't nary one hanker fer what we got!" They didn't live together very long, and afterward she said, "These fetched-on ol' men is too ornery to fool with. They hain't even worth skinnin' for their hide an' taller!" And I wonder if she wasn't right! Not all "fetched-on" men though, and not all old men!

Funny world—hain't it?

Goodbye, and I'll be seeing you next month—the Lord willin' and the creek don't rise!

In the meantime—

All my love,

MAY

★ OZARKOLOGY

The Dial is indebted to Mrs. Frank Steury, vivacious 4-H Club Leader who is frequently heard on the 11:30 portion of the Farm Hour, for passing along a saying she heard as a little girl, and has always remembered. We think it embodies the best of hill country wisdom: "Yesterday's gone—forget it. Tomorrow will never come—don't worry. Today is here—get busy!"

THE PASSING PARADE . . .

PHOTOGRAPHS BY
REUEL HAYMES



No one of these faces is familiar to KWTO listeners, who might easily mistake them for professional models, Hollywood starlets or college beauty queens. In which case, formal introductions are in order:

1. Meet Jean Martin, a trained nurse in professional life, in private life the wife of your 9:45 a. m. Sunshine Newscaster, Lou Martin. Jean has a cloud of bright auburn hair, green eyes, and the verve and sparkle that often go with such coloring. She likes movies, popcorn, and makes beautiful biscuits, "So light," her husband says, "we sometimes have to nail them to the table." (Lou, probably because he is an inveterate golfer, is prone to exaggerate.)

2. Meet Mrs. George V. Denny, Jr., wife of the founder and moderator of America's Town Meeting, who will arrive in Springfield on April 10, with her famous husband, for the Town Meeting broadcast of April 12, originating from Drury College. As production assistant for the ABC-KWTO program, she always accompanies Dr. Denny on tour. Tickets for the broadcast may be obtained at \$1 each by writing Drury's business office.

3. Meet Mrs. Monty Matthews, dark-haired bride of the most irrepressible member of the popular quartet. She was Betty Ray of Purdy before their wedding March 18th. (Story elsewhere in this issue.)



HAPPY BIRTHDAY TO:

Shorty Thompson.....	April 8
Jack Johnson.....	April 20
Ralph Foster.....	April 25
Jean Lightfoot.....	April 27

MISS DOROTHY MAE DAVOLT
304 INDIANA ST.
OSWEGO, KANS.

5-49

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★ PORTRAIT OF THE MONTH—OZARKIAN MAYNARD GEORGE RHODES

George's radio career tells, in part, the story of KWTO's popularity in the Ozarks Empire. He was born and reared in Pro Tem. (from the Latin "pro tempore, for the time being"), the town named in desperation by Postal Authorities because the home folks couldn't make up their minds. Like so many other hills-bred boys who grew up to find fame on KWTO, he learned hymns

and ballads and "git-tar" strumming and fiddle-pickin' as a child. He's been a Goodwill Family mainstay for many years, and is also heard on the 6 a. m. RFD Roundup, the Farm Hour at 11 a. m. The KWTO policy of building its talent staff on such "home-grown" personalities as George Rhodes explains why KWTO listeners think of us as "home folks." We are!