



The
KWTO
DIAL

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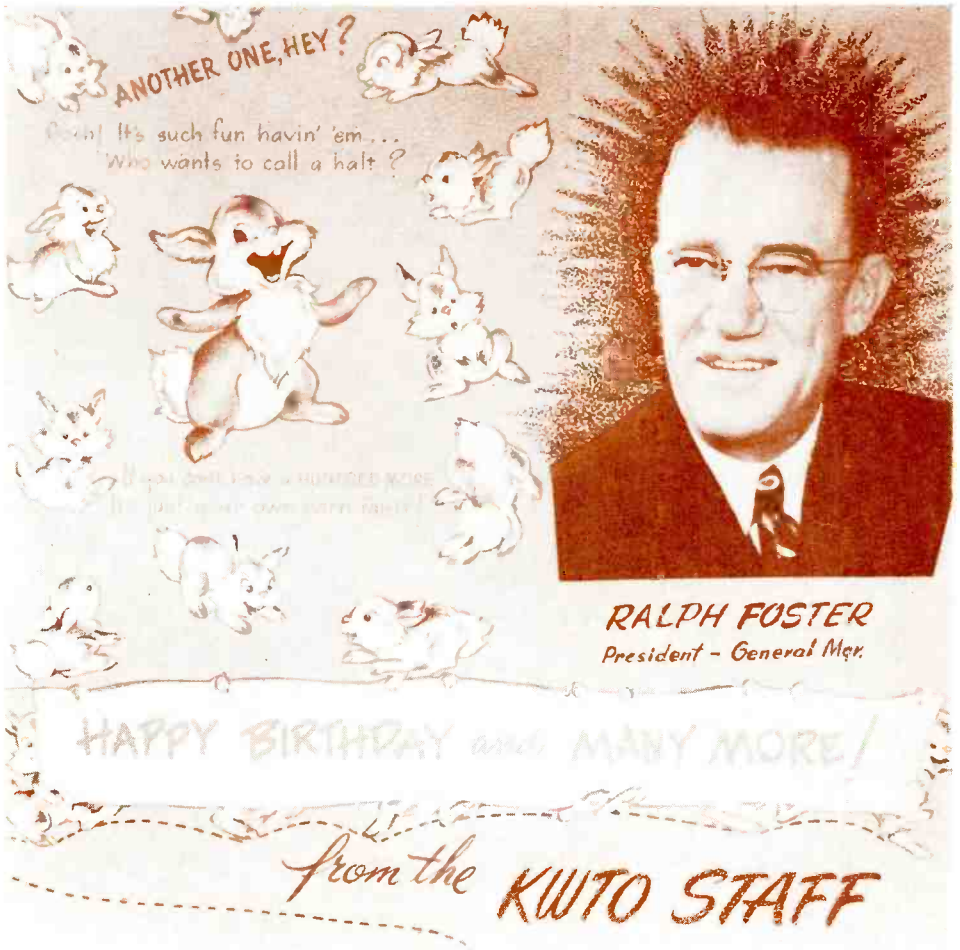
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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

Address correspondence and renewals to Editor of The Dial, KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.

If the numbers 4-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

CONTINUED "Good Sailing" SKIPPER



(Just in case you've forgotten—it's April 25th)

"WHAT MAKES US TICK?" . . . RADIO'S VITAMIN "E" IS IMPORTANT FACTOR

What Makes US Tick? Undoubtedly, you'll recognize that we have paraphrased the title of **Gypsy Rose Lee's** popular ABC program "**What Makes You Tick**" (Sat., 8-8:30 p.m.), but when you stop to consider that this article is about the most important phase of radio broadcasting, perhaps no more fitting title could be chosen.

Always behind the apparent things that we know, enjoy, experience and take for granted, there is that certain something that makes them possible. What makes radio possible? Scientifically speaking, we frankly

admit that is far above our heads. But, we do know their is a vitally important factor which we choose to call radio's "Vitamin E" . . . **EQUIPMENT and ENGINEERS.** All too often these factors are slighted, shoved into the background and given little credit for the finished product of "radio entertainment" which we all know so well and enjoy so much.

First, let's take the **EQUIPMENT.** Naturally it's strictly mechanical. It represents an enormous investment, years of research and hours of painstaking labor in its construction. But, with all this, without the second factor—the **ENGINEERS**—such equipment could and would lie dormant, valueless and useless. What about the engineers who assemble and operate the equipment that goes to make up a broadcasting station like KWTO? These are the men who must remain in the background and all too often receive little credit, none of the spotlight or acknowledgment for their accomplishments in their chosen field.

KWTO is proud of its staff of engineers and with this issue of the **DIAL**, salutes them for their splendid work. We wish it were possible for you to know them personally, to feel as well acquainted with them as you do the various members of the station's air staff. Unfortunately, these men are all too often taken for granted, looked upon as merely another unit of a broad-

casting station's mechanism. To the contrary they are interesting personalities, people, each with accomplishments, in their field, far superior to any of us whose voices you hear daily on the air. Their importance in the job of making KWTO the workable and successful enterprise it is cannot be minimized. Every note of music, every spoken word which goes out over our 560 kc's and 5,000 watts has the close attention of several members of the engineering staff attached and without such work and cooperation, our efforts would be like hollering down the proverbial rain barrel.

The "**Panorama Picture**" section of this issue of the **DIAL** is designed to introduce you to the various members of the KWTO Engineering Staff. These men, under the direction of **Chief Engineer Fritz Bauer** strive daily to give you the best in good radio reception. Chief Engineer Bauer is recognized as one of the outstanding radio engineers in the country. He has a background of over 31 years in the field of broadcasting. He



Chief Engineer Fritz Bauer

personally constructed KWTO's 5,000 watt Main transmitter. He has constructed and supervised the installation and operation of every piece of equipment since KWTO was first established. It is an enormous job and it is well understandable why he must surround himself with a talented and capable group of other engineers—men such as **Andy Lawrence, Wan Hope, Reuel Haymes, Wallace Fender, Norman Rude** and **Fred Dedrick.** For an average of 18 hours a day, 365 days a year, these men keep KWTO "on the air" and even during the station's "off the air" periods they spend many hours in new construction and repairs.

To each of KWTO's Engineers a big salute and a word of appreciation for their talented labors well performed. Their training, ability, alertness and loyalty is one of the greatest contributing factors in making KWTO the "**Voice of the Ozarks Empire.**"

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, friends!

The month of April comes in, the month of tears and laughter, sunshine and rain . . . This is the month of a lot of "signs." Planting signs, weather signs—and all the old beliefs of our pioneer ancestors.

Already, nearly all the old timers have planted their potatoes on the 17th of March, Saint Patrick's Day. All the old time fishermen fish by the signs. They used to believe that if they met a red headed young woman when they started out to fish in the morning, they would have no luck all day.



May McCord

I'll never forget an old chap down our way years ago. He lived, breathed, got up and went to bed by the signs. He sat around on the goods boxes in front of the little stores at the crossroads and waited for the signs.

He started shingling his house. His wife used to beg him to finish it. The big holes were still there in the roof. His answer was—"Now I hain't agoin' to push the collar a shinglin' that house." He was always afraid he would "push the collar" doing something. "Hit's the light of the moon, and the clapboards will shrivel up like a picked chicken if you put 'em on in the light of the moon." Then when it got to be the dark of the moon he had some other sign "agin' him." His wife would jower at him and he would say—"Well, I don't see no call to rip my britches over that shinglin'. I've cut up a plenty of firewood to run you all day a cookin'. Go on back, Elly, and leave me alone!"

Usually, he was sitting around getting his soul all primed up for the fox huntin'. You know a fox hunter has to sort of get his soul primed, listening to the hounds tune up. He had his own philosophy. He used to say, "I hain't never done much fer folks in this world, but I shore hain't done nothin' agin' 'em." Pretty fine philosophy after all. He wasn't worth much, but he was harmless. We need a lot of folks like that right now.

They used to believe it was unlucky for a girl to marry in May, so you young brides look out. This superstition must have come from away back—perhaps to the fact that Mary Queen of Scots married Bothwell in the month of May, 1567, and of course this unfortunate Queen, as you know, was beheaded. The full moon was considered lucky for marriage by our Ozarkians. A cat

crossing the path was unlucky (on the way to the wedding) but a toad hopping across the road was good luck. Then you remember the old rhyme:

**Marry in red, you'll wish yourself dead,
Marry in black, you'll wish yourself back,
Marry in brown, you'll live in the town,
Marry in yellow — be ashamed of your fellow,**

**Marry in blue, he'll always be true,
Marry in white, you're sure to be right.**

Many people, hundred of them, write that they love to hear me talk about the old things that recall their youth and childhood and their old home places. And so many of the young students like to hear these things too. It is history not found in books. And right now, there is such a yearning and hungering for the things that take the mind back to the days of peace—away from wars and turmoil and bewilderment. Such a changed day we live in now! A day when nobody trusts anybody. In a day of locks and bars and burglar alarms and electric-eye "finders", where you simply walk past a certain innocent looking spot, and if there's a gun on you, or a knife, a loud bell rings away back somewhere in a room, and a man walks out and challenges you. This is a day when we do not trust these things walking around, called people. Our brother man. I was taken all over a great bank one time, and the thing almost staggered me. A man sat back in a dark inner room and almost read the thoughts of the people passing by hundreds out in the huge lobby.

And we are in such a restless world. Recently a man said, "Many people long for eternity who don't know what to do with themselves on a rainy Sunday afternoon." And isn't that a fact? What would a chap like that do, playing a harp for the billions of years of eternity?

Going back to signs, did you ever hear the many signs about roosters? "If the rooster crows on going to bed, he'll wake up next morning with rain on his head." And if the rooster stands right in the doorway and crows, company is coming to stay and eat, so you might as well get ready. If two roosters fight, the girl always names one for her lover. If he won the fight, her lover is much in love with her. If he lost, then she would lose her lover.

"I love to watch the rooster crow,

He's like so many men I know

**Who brag and bluster, rave and shout
Without one thing to crow about!"**

Now you men won't get mad, will you?
Thanks to everybody for so many lovely

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INSIDE AT THE STUDIO . . . NEWS AND DOINGS OF KWTO PERSONALITIES



Mary Elizabeth Yates

Just as the March issue of the DIAL was going to press we received the information that we were to have a new receptionist and PBX Operator and we passed the news on to you with a brief "Late News" item. Our promise of a picture, with this edition, wasn't forgotten and with the above photo we'd like you to meet **Mary Elizabeth Yates**. The "Mary Elizabeth" has already become just "**Libby**" to all the radio family and she'd like it to be the same to all of her new found friends throughout the Ozarks. Truthfully, all are not "new found" friends for Libby is a native of Morrisville, Mo., and for five years before moving to California she was a resident of Springfield. The former Mary Elizabeth Lemmon, Libby is now married and the mother of a very charming little daughter, **Miss Libby Lee**. Libby Lee is just 4 years old and like a good many youngsters nowadays is missing her daddy who is in the armed forces. **Sergeant Yates** is now stationed at Fort Ord, California. **Earnest, Mary Elizabeth and Libby Lee** lived in San Francisco for four years prior to mother and daughter returning to Springfield recently. We know you'll want to join us in bidding Libby welcome to KWTO for we're sure you'll always find a very charming and helpful person answering your phone calls and making you welcome when you visit the radio home. Glad to have you Libby.

The last week in March also saw another new face (and voice) added to the KWTO family circle . . . Announcer **Jim Kendrick**. Jim's arrival was too late in the month for

us to include a picture with this issue but it has been taken and is in the process of having a "cut" made so we can run it for you in the next edition. A number of we older KWTO-ites have known Jim for a good long time so their is certainly no hesitancy in extending a hearty welcome. He's an old hand at this radio broadcasting business, a fellow with a pleasing personality and we can assure you, just as nice as he sounds. Jimmie comes to us from Station KMA in Shenandoah, Iowa where he was a staff member for almost 7 years. However, to begin at the start of his radio career we'd have to go back to an even earlier date. Born in Sioux City, Iowa, **April 13, 1924, (Happy Birthday, Jim)**, his parents moved to New Canton, Ill., when young Jimmy was just eight months old. There Jim attended grade and high school and even as a child showed marked musical talent. He learned to play the guitar and when he was only nine he had his first job as an entertainer over Station WTAD in Quincy, Ill. That was only the beginning for it has been radio and more radio ever since. When Jim was 19 he graduated to his first announcing job . . . that was also at the Quincy station. In April, 1944, he joined the staff of KMA and with the exception of 7 months in 1948 when he was with Station KWFT in Wichita Falls, Texas, he stuck close with his native state of Iowa. Joining KWTO's announcing staff marks Jim's first visit to the Ozarks but, from events and reactions so far it's not going to be hard to make him an "adopted-native". You may have figured it out by this time but, just in case . . . Jim, is now 27. He's not married girls (never has been). He's 6' 1" tall, blue eyes and wavy light brown hair and . . . and . . . well you'll see his picture next month and you'll be hearing his pleasant voice over the air every day that you tune 560 on your radio. Meantime, Jimmie . . . it seems like old time. Here's hoping you're with us for a long, long time.

Miss Ruth Sherwood of the KWTO Business Office and her mother **Mrs. Oma Sherwood** spent the latter part of March in New York City visiting Ruth's sister, **Mrs. Naomi McGee** and husband, **Fred**. Many old time KWTO friends will remember both Naomi and Fred for both are former KWTO employees. Fred for a number of years was a prominent member of **News Chief Floyd Sullivan's** News Staff and **Mrs. McGee** was former KWTO bookkeeper. Mr. McGee is now with the "**Facts On File**" organiza-

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INSIDE STUDIO

(Continued from page FIVE)

tion in New York and it seems all to seldom that they are able to get back here to the middle-west and pay us a visit. This issue of the DIAL must go to press before we will have a chance to talk to Ruth about her visit but we're sure it was a most enjoyable one and any outstanding happenings which we later learn will be passed on to you in the May edition.

We've been wanting to report to you, (for over a month now), of the interesting experience and nice tribute that came our friend **Happy Hollis Warren's** way the latter part of February, but . . . (one thing and another) so, although it may be old news to some, we're sure it will be new to others and pleasing to all. The pictures below almost tell the story. How do you like that handsome F.F.A. jacket Hollis is proudly displaying in the picture at the left, (and wearing in the photo at the right?) If you can read the inscription on the right hand breast pocket (in the pic at the right) you'll note it says . . . "**Hollis Warren—Honorary Member.**" And, that he is . . . an honorary member of the **Fair Grove, Mo., F.F.A. Chapter.** Friday evening, Feb. 23rd, Hollis went to Fair Grove to take part in a special program sponsored by their Future Farmers Chapter to raise funds for their spring banquet. Arrangements had been made by **KWTO's Farm Service Director Loyd Evans** in cooperation with the chapter's instructor, **Mr. Tom Freeman.** It was the first trip outside of Springfield for Hollis in over three years so, you can well imagine the treat it was for him. A very deep bow to the **Alma Lohmeyer-Jewell E. Windle**

Funeral Home of Springfield whose contribution of their ambulance service made the trip possible not only for Hollis but for his **mother and sister Maretta Sue**, as well. It was a big evening. It's not hard to take a fellow like Hollis to your heart and that's just what the friends and neighbors in and around Fair Grove did. He sang for them and so did Maretta Sue. Hollis says she almost stole the show . . . (she's one performer he doesn't mind taking a back seat for.) Of course, the highlight of the evening was presentation of the official pin and regulation jacket that made Hollis an honorary member. It had been kept as a complete surprise and although Hollis didn't say much, there's little need be said to fellows like those who make up Fair Grove's F.F.A. Chapter. We thought you'd like the pictures Staff Photographer **Ruel Haymes** took of Hollis. They were taken in the front room of his home and are the first we've been able to send your way showing our Shut-In Friend in the upright position in which we'd like to see him always. Incidentally, on the table you'll catch a view of two more of Hollis's pets . . . these two parakeets (love birds) Hollis has named "**Frankie and Johnnie**". Pretty famous lovers—those two.

It was recently sorta' like "old home week" around KWTO, not only for old staff members, but for several of our visitors as well. **Hugh Aspinwall**, former KWTO Pro. Dir., paid us an all too brief visit and it just happened that his visit coincided with a recording date of the **Robin Hood Hoe-**



down Gang. The transcribed Robin Hood series is currently being produced by Mr. Carl Lambertz of Dallas, Texas, and in the days gone by Hugh and Carl worked together on the old Purina "Checkerboard Time" programs. Many will recall these shows on which Hugh (better known as "Chick" Martin the programs popular M. C.), the "Cackle Sisters" and others rounded out a rollicking quarter hour that was heard on practically every station in the farm belt. Carl was the musical director of that series and their meeting here was the first they had bumped into each other since those days. Although Carl has been popping in

on us about once a month since he's been directing the Robin Hood bunch it's the first we've had to visit with "Chick" in some time. Remember the "Down A Country Road" column Hugh used to write for us in those early issues of the DIAL . . . (that was back when the DIAL was a tabloid size publication) . . . and there were a lot of swell programs and songs for which he was responsible too. We had a great time talking over the old days. Wish you could have been with us. The "pic" below, shows Al Stone, Hugh and Carl during one of those memory sessions. Incidentally, the radio experience of these three fellows totals a mere 85 years.



COVER STORY

SUSIE SIMAN'S
SPRING SONG

Easter came a bit early this year so consequently our special Easter Cover for the DIAL reaches you a little late. Nevertheless, we know you'll enjoy Staff Photographer Reuel Haymes' picture of a very charming little "Miss" and her new found friends. May we present Miss "Susie" Siman. It's really Susan Elizabeth Siman and she's the daughter of Rosanne and Eli Siman, Jr. You need no introduction to Daddy Eli for he's manager of Radiozark Enterprises and recent issues of the DIAL have brought you his picture and stories of the splendid work he's doing in producing outstanding radio shows for broadcast all over the country. Past DIALS have also carried the beautiful young

mother's picture and many of you will recall the "pic" in the Jan. '50 issue which brought you little "Susie" as the "baby of the month". She's grown some since then and as she was born Feb. 15, 1949, she recently celebrated her 2nd birthday. You might well imagine the thrill "Susie" got over all those cute baby chicks. If she could have had her way the Simans would now be operating a small poultry farm. We want to publicly thank Mr. Warren Waters of the Mound Poultry Farm Hatchery for his cooperation in making the picture possible. To "Susie" . . . you're a mighty sweet little lady . . . may all your Easters be just as happy.

LOOKIN' AT YOU

BY FLOYD SULLIVAN

The month of April is an unusual one, since it starts off with "All Fools' Day". On that day we are on guard against the pranks and tricks of our fellowmen. We are slow to believe the tall stories told by even our closest friends and business associates. Only after measuring them closely with the yardstick of reason do we accept them as being the truth. For fear that we will be dubbed with the rather questionable title of "April Fool", we do not believe all that we hear, all we see and we select the answer to every question propounded with the caution of a barrister. Confidentially, it has been rumored that on "All Fools' Day" some men are so cautious they do not repose complete confidence in members of their own families. Perhaps with that bit of background, we have justified the following paragraphs, which might be classified under the general title of: "Don't Be Fooled".

* * *

As to that wisecrack about keeping a close eye on your relatives—remember that Joseph was sold into slavery by his own brothers.

* * *

When you are tempted to gamble too much on the friendship of a man, pause to remember that Judas betrayed his Lord for thirty paltry pieces of silver and Caesar was stabbed in the back by his best friend—Brutus.

* * *

Don't be fooled by man-made formulas for peace and prosperity. After all, the covenants of neither the League of Nations nor the United Nations have withstood the acid tests of international trickery and politics. Perhaps the day will come when men have suffered enough of the misery, created by their own greed, to accept the simple, understandable principles set forth in the Golden Rule.

* * *

You can't escape death by treating lightly its tragedy when your neighbor is the victim. Your unconcern proves you to be victim of an inferiority complex, which whispers "business is more important".

* * *

Don't be a fool. The man who will bribe you will sell you out.

* * *

Remember that a swindler always approaches you with a smile.

* * *

The man who grips your hand tightest at introduction may be the first to release his grip if you ever start sinking.

PORTSIDE PATTERN

BY GEORGE EARLE

At the suggestion of Ethel Attebury of Walnut Grove, Missouri, we are going to have a "Widows' Day" at Breakfast at Keller's. We've set the day, Saturday, April 28th. Ethel is a one-woman champion of widows, and we are expecting her to be at the party to let the world know about their lot. It is not going to be a sad, drab party, either. Widows don't want sympathy. They just want folks to know they're very human, and are capable of doing a lot of good in their respective communities. Ethel suggests that all widows who can arrange to attend be present at Keller's on the morning of Saturday, April 28th. That's at 315½ East McDaniel in Springfield, you know, and breakfast is served starting at eight-fifteen o'clock.

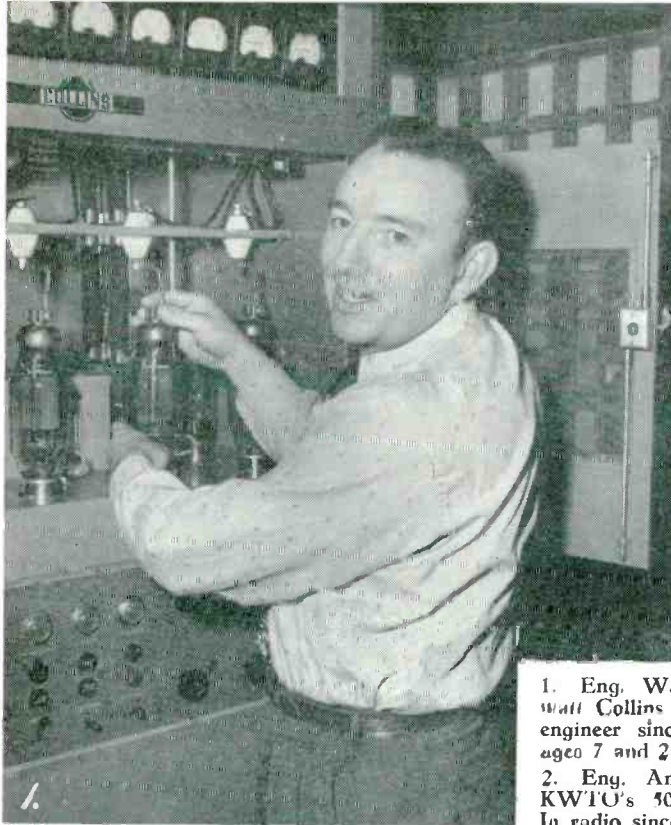
Naturally, we will want to have a prize for the woman who has been a widow the longest time; the youngest widow, in years, and the widow who raised the largest family. We will have a prize for the widow who came from the greatest distance to attend the breakfast, and other prizes for other phases of widowhood.

While we are at it, we're also setting May 19th as Twins Day at Breakfast at Keller's. We hope to have twins of all sizes, ages and descriptions present on that morning. It should be quite a gathering. We will have prizes for the oldest set of twins, the youngest, the most identical, the twins least alike, twins from the farthest distance, and the most talented set. We plan to have other honors for them, too, as soon as details can be worked out.

Later, I think we shall have a hobby day, with your approval. Invite folks to attend and bring their hobbies with them, if it is possible. More about that later.

Meanwhile, since we're on my pet subject, "Breakfast at Keller's", we'd like to hear from other clubs and organizations who want to attend the program some Saturday morning. Just let me know when you'd like to attend and approximately how many we may expect. I'll be glad to send you full details.

Already having made reservations for April are the Hook and Thimble Club of Blue Eye, Missouri and the Magazine Division of the Parent-Teachers Association of Springfield, who will be present on April 7th. The Cub Scouts from Den 7, Pack 24, will attend on April 14th, as will the Fairbanks P. T. A. At the time of this writing, April 21st is still an "open date", and, as previously mentioned, April 28th is "Widows Day".



1. Eng. Wan Hope adjusts KWTO's 1000 watt Collins auxiliary trans. Wan, a licensed engineer since 1946, married, has two boys, ages 7 and 2½.

2. Eng. Andy Lawrence examines one of KWTO's 5000 watt main transmitter tubes. In radio since 1934. Andy is married and has an 18-year-old daughter.

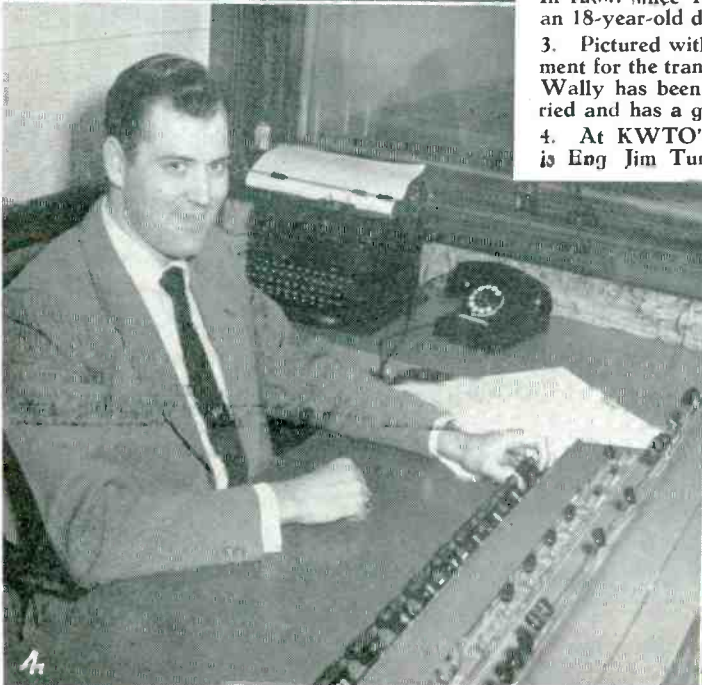
3. Pictured with auxiliary power supply equipment for the transmitter is Eng. Wallace Fender. Wally has been with us since 1943. He's married and has a girl, 13 and son now 9.

4. At KWTO's new \$2200 studio control board is Eng Jim Turner. In radio only since 1949

Jim is the baby of our operating family. He's the father of a bouncing baby girl almost a year old.

5. Fred Blahich at the studio speech input control panel leaves us this month to take charge of City Utilities new installation of radio equipment. We hate to lose Fred. He was one of KWTO oldest engineer employees.

6. Doubling in brass is no novelty for Eng. Reuel Haymes. With KWTO for over 10 years, Reuel as you know is also the DIAL's Staff Photographer. He's shown here with studio tape recording equipment. Reuel's married, with a daughter 16 and a son 7 this month.



CROSSWORD PUZZLE

By Joe Slattery

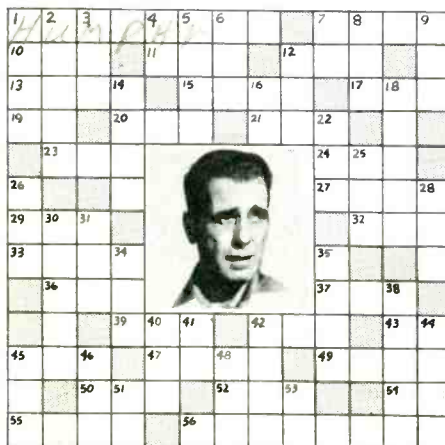
ACROSS

1. _____ Bogart star of "Bold Venture".
7. Missile.
10. Single.
11. Atomic particle.
12. Cooking utensil.
13. Outer skin.
15. Fruit.
17. Affirmative vote.
19. Negative.
20. Lofty poem.
21. Players on a softball team.
23. Prefix meaning new.
24. Rowing implement.
27. Ritual.
29. Solemn fear.
32. Greek letter.
33. Shakespearean character.
36. Sainte (abbr.).
37. D-Con gets this guy.
39. Tree juice.
42. Aunt (Spanish).
43. Hailing cry.
45. Opposite of high.
47. Long for.
49. Require.
50. Nickname for Harold.
52. Another utensil.
54. Concerning.
55. Lunar orb.
56. The Army bazooka is really a rocket _____.

DOWN

1. Musical instrument.
2. The United States.
3. Males.
4. Salutation.
5. Hawser.

★ MARCH CROSSWORD PUZZLE



6. Direction.
7. District attorney (abbr.).
8. One of an indefinite number.
9. Beverage.
12. Prefix meaning before.
14. Portal.
16. Preposition of position.
18. Our planet.
22. Negative connective.
25. Breathing material.
26. Buddy.
28. Age.
30. One newscast sponsor is Gen. _____.
31. Masticate.
34. Thing (law).
35. Part of wheat.
38. Adverb of place.
40. Shoemaker's tool.
41. Greek letter.
42. Personal pronoun.
44. River in Germany.
45. Flee (slang).
46. Pronoun of interrogation.
48. Hot springs.
51. Any.
53. Ion (abbr.).

INQUIRING REPORTER

Bettie Low: Have you made your vacation plans for this summers?

Lou Black: Nothing special yet, but with the baby still so small I think I'll just find me a nice shady place where it's not very hot and not too far from the "crick" and stay there.

Dave Estes: Oh, it's too early to know yet, but I think that we will either go to Philadelphia or just the other way, to Texas, I have relatives there.

Dale Parker: I haven't made definite plans. Last year we went to Indiana to visit my folks and then on to Penn. to see Dixie's relatives.

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

Something new has been added to the Ozark scene this season—something which already is attracting a great deal of attention—something as old as nature itself, something common perhaps to the early settlers, yet something new to the modern generation. I am speaking of dams—which the dictionary defines as barriers to prevent the flow of water; especially a bank or wall across a water course. The dams in this story are not those erected by our forefathers to divert the water into a tail race, which in turn would turn a massive wooden wheel to furnish power to turn a burred stone to grind corn or other grain into small particles for food for man, neither is it about those gigantic pillars of concrete, deeply buried in the bed rock of a river to form great lakes above them and to turn powerful turbines to generate hydro-electric power—the work of crafty private and Government engineers and costing millions. The dams of this narrative are constructed by equally crafty and industrious engineers and they do not cost the taxpayers one cent for both engineers and workers have no work shift and neither demand or expect wages. I am speaking of beaver-dams—now coming back to Ozarkland after an absence of many, many years, for these sociable and highly industrious animals all but faded from the Missouri wild-life picture shortly after the turn of the new century—the beaver's only crime was that it carried a very expensive fur coat—in fact this coat was so much in demand in olden days that a beaver pelt was a unit of value in the exchange of all sorts of commodities. Even today a beaver coat for "mi-lady" would rate a close rival to the fabulous mink wraps we have been reading about so much lately.



C. C. Williford

No other animal has had such a hard time in his fight for survival and no other animal has contributed so much to the history of America than the beaver. When westward the course of empire made its way, historians tells us that this westward expansion followed the beaver and without the incentive of riches from the fur trade, the settlement of the west would have been delayed for many years. At one time land opened up by the beaver trade almost precipitated a war between the States and England.

The beaver is a rodent, first cousin to the filthy rat but without the rats wholly

destructive habits. They are large and weigh from 30 to as much as 70 pounds. They are excellent swimmers and can remain under the water for as long as twenty minutes. Their hind feet are webbed and they have a large, flat, broad, scaly tail which serves as an excellent rudder and they most always travel by water as they prefer swimming. Due to their size and expert swimming they have few natural enemies in the wild. Their food is the bark and twigs of cottonwood, birch, maple and willow trees but at times they will take to a corn field and fill up on green roasting ears and even the green corn stalks as well as feasting on fresh clover. The dams they build are so constructed that the normal flow of water will seep through and the lake formed by the dam will remain at almost constant level. They build their homes in the lakes formed by their dams and the lodges consist of saplings and branches from the tree they have felled with their sharp teeth. The interior of their home is roomy with a dry platform for eating and sleeping. There is always an underground entrance which they use. The dam constructed by the beavers is really a marvel of engineering art. The cut ends of saplings are arranged so that they face upstream and they make plasters of mud around their base and even carry rocks to hold them in place. The dam is from three to four feet high and may be as much as 200 feet long. All members of the colony work on the dam and most of the work is done from sunset to sunrise—a maintenance crew is always on hand day and night and if the dam happens to wash away in a flood a new project is immediately started. Their work is highly beneficial to man for they prevent fast run of a normal water supplies to the stream and thus reduce erosion and gully washing due to fast runoff. They are really conservationists of the first water.

In 1934 a survey was made of the beavers in Missouri and only in the Northwest corner of the state could they be found and few at that. Now with the concerted efforts of the Missouri State Conservation Commission the beavers are making a come back and even now three recently constructed beaver dams on Spring creek right down here below the Highway 60 bridge across the creek just south of the town of Verona, Mo., are attracting much attention and pictures of these new projects appeared recently in the Aurora Missouri Advertiser.

Rigid rules of the Commission protect the beavers so don't attempt to take, trap or possess one or more of them without spe-

(Continued on page SIXTEEN)

FARMING AT 560KWTO ACTUALLY
OPERATES FARM

Many of our Dial Readers may not realize that it is necessary to actually operate a FARM in connection with radio broadcasting. A one-hundred-acre tract, located on Highway M south of Springfield, serves a great part in bringing KWTO programs into your homes and in addition presents many of the same problems that confront you rural listeners in the operation of your home places.

Radiating from the base of those tall towers, are hundreds of copper wires serving as a ground system. It takes one of the engineers to really explain it to you, but they just told me how disastrous it could be if the wires were cut, during our renovation program this spring.

Activity started with plans to make the KWTO farm more attractive, and also produce a crop better than the ordinary growth of weeds. This ground has stood idle for many years, producing only what nature would permit to re-seed. The old belief that idle land could rebuild itself, has proven false. Brome Sedge, tickle grass, horseweeds and everything else known to the Ozarks, has taken over. It was decided to renovate the tract, seeding it according to recommendations of Missouri University. Soil tests were taken, which proved the low level of fertility! Our plans call for a complete seeding of various grasses, Timothy, Red Clover, Orchard Grass, Lespedeza, Ladino Clover, Red Top, Alfalfa and Fescue.

The field will be divided in six plots. According to our current plans, four of them will carry the hay-crop grasses in different mixtures . . . the other two plots will be sown to corn and oats.

It was interesting to note the amount of organic matter present in the soil. During these many years, while the soil remained idle, vegetation has been allowed to rot down and work itself into the ground. You know, there are those people today, who advocate the use of only organic materials for building back worn out soil. But a check on other elements proved the lack. So it is necessary for us to apply two tons of lime, a thousand pounds of rock phosphate, one hundred pounds of 8-8-8 per acre, to bring the soil up to specifications. The same amount and mixture of plant foods will be applied to the entire one hundred acres.

We can feel proud to live in the Ozarks, where fertilizer is no longer in the experimental stage. However, we feel such a project will give us a chance to study other things together. As I mentioned, the wire

system, being in the ground, will make it impossible to plow the ground for a seed bed. Discing will be our only method. We are anxious to try our success with discing, in our fight against Brome Sedge. Fertilizer and grass seed can make no headway unless this troublesome grass can be thoroughly upset. So much of our Ozarks land can not, and should not, be plowed, due to excessive erosion and rock. This will give us a chance to experiment with discing as our only method.

However, the corner plots for oats and corn will be plowed and prepared according to better methods practiced in many of the balanced farming rings in Missouri. We plan to follow through with side dressing fertilizer on the corn, to again prove the value of such a practice. In every way, we are looking forward to this being just another step in the service rendered through our Farm Service Department. Test plots, of various kinds, will be kept, to show us just what we have accomplished, at the end of the season.

In figuring our cost of fertilizer and seed to fill the University's recommendations, it was interesting to note the close resemblance to figures for other farms throughout the area that have been treated. The total cost will run about \$35 to \$40 per acre, which is the estimate for most Ozark land. To many farmers, that sounds like a lot of money for pasture or hay crops. But when you figure the soil-building ability and soil-conservation ability of such a seeding and the amount of feed produced per acre, it's the best money maker we have ever had for our over-worked soil.

At the time of this writing, we are running up against the same problems you are . . . wet ground and high winds for spreading fertilizer. Our plans were not started until mid-winter, so like many others, we did not have the fertilizer applied during the fall months as we should have. However, we are trusting Mr. Williford will cooperate with us, and with you, that we may get to the work now pressing.

From time-to-time you will hear me referring to the farm and the progress being made. Later in the season, we plan to stage field days, with invitations to all of you to meet with us, and take a tour around the place to see improvements that have been made.

No matter how good the results may be, all credit for the plans should go to Clyde Chubb, Greene County Extension agent,

(Continued on page SEVENTEEN)

SCHEDULE FOR APRIL

WHAT'S GOING
ON AT KWTO?



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:30 a. m.—Happy Hollis Warren (M-W-F)
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—George and Buster
 6:15 a. m.—Down Home Folks
 6:30 a. m.—Farm Facts (M-W-F-S)
 6:30 a. m.—Haden Trio (T-Th)
 6:45 a. m.—Hayloft Frolics
 7:00 a. m.—Goodwill Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Prairie Playboys
 7:45 a. m.—Buckaroos (S)
 8:00 a. m.—Johnnie Lee Wills
 8:00 a. m.—Prairie Playboys (S)
 8:15 a. m.—Haden Trio
 8:15 a. m.—Derrel Friend (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanaires (S)
 8:45 a. m.—Rev. Hitchcock (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Keller's (S)
 9:15 a. m.—Slattery's Scrapbook
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Future Farmers of America (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Saddle Rockin' Rhythm (M-W-F)
 10:00 a. m.—Betty Abbott (T-Th-S)
 10:15 a. m.—Kitchen Talks
 10:15 a. m.—What's New? (S)
 10:30 a. m.—Slim Wilson Show
 10:30 a. m.—Meet Your Neighbor (S)
 10:45 a. m.—Man At the Stockyards
 11:00 a. m.—Ozark Farm Hour
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:30 a. m.—College of Agriculture
 11:35 a. m.—Farm Hour
 11:55 a. m.—World News In Brief
 12:00 noon—R.F.D. Roundup
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Victor Lindlahr—ABC
 1:00 p. m.—Vincent Lopez Show—ABC (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Young Dr. Malone
 1:30 p. m.—Music From Canada—ABC (S)
 1:45 p. m.—Judy and Jane
 2:00 p. m.—Black's Wax Works
 2:00 p. m.—Pan American Union—ABC (S)

2:15 p. m.—Haden Trio
 2:30 p. m.—Korn Kobblers
 2:30 p. m.—Exhibit "A"—ABC (S)
 2:45 p. m.—Down Home Folks
 3:00 p. m.—Johnny Olsen Show—ABC
 3:00 p. m.—Horse Races—ABC (S)
 3:15 p. m.—Hour of Evangelism
 3:15 p. m.—Serenade in Blue (S)
 3:30 p. m.—Goodwill Family
 3:30 p. m.—Concert of Am. Jazz—ABC (S)
 3:45 p. m.—The Jordanaires
 4:00 p. m.—Newscast
 4:15 p. m.—Markets
 4:25 p. m.—Williford Says
 4:25 p. m.—Ark. Conservation Comm. (S)
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:40 p. m.—Program Notes
 4:45 p. m.—Jimmy Allen
 4:45 p. m.—Stars on Parade (S)
 5:00 p. m.—Bill Bailey
 5:00 p. m.—Sen. Kem (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Smiley Burnette (M-W-F)
 5:30 p. m.—Meet the Band (T-Th)
 5:30 p. m.—Harry Wismer—ABC (S)
 5:45 p. m.—Jack Tucker (M-W-F)
 5:45 p. m.—Christian Science (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Edwin C. Hill (M-W-F)—ABC
 6:25 p. m.—Dollars and Sense (T-Th)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Jack Armstrong—ABC (T-Th)
 6:30 p. m.—Space Patrol—ABC (S)

SUNDAY PROGRAMS

6:30 a. m.—Lutheran Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Jelly Elliott's Knotheads
 8:00 a. m.—Words of Life
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 9:30 a. m.—Negro College Choir—ABC
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—Excursions in Science
 11:15 a. m.—First Baptist Church
 12:00 noon—Public Service Program
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—This Week at Home—ABC
 1:30 p. m.—Phils Harmonic Orch.—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Billy Graham—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Fine Arts Quartet—ABC
 4:30 p. m.—Greatest Story Ever Told—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC

- 5:30 p. m.—Bold Venture
- 6:00 p. m.—Newscast
- 6:15 p. m.—Jordanares
- 6:30 p. m.—Ted Mack Family Hour—ABC
- 7:00 p. m.—Stop the Music—ABC
- 8:00 p. m.—Walter Winchell—ABC
- 8:15 p. m.—Jergens Journal—ABC
- 8:30 p. m.—American Album of Familiar Music—ABC
- 9:00 p. m.—Paul Harvey—ABC
- 9:15 p. m.—Sunday Evening Altar
- 9:30 p. m.—George Sokolsky—ABC
- 9:45 p. m.—Harry Wismer—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Thoughts in Passing—ABC
- 10:30 p. m.—Popular Orchestra—ABC
- 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

- 7:00 p. m.—Inner Sanctum—ABC
- 7:30 p. m.—Henry J. Taylor—ABC
- 7:45 p. m.—Dream Time
- 8:00 p. m.—Easy Listenin'
- 8:30 p. m.—Dream Boat—ABC
- 9:00 p. m.—Ralph Flanagan's Orch.—ABC
- 9:30 p. m.—Talking It Over—ABC
- 9:45 p. m.—As We See It—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—The Three Suns—ABC
- 11:55 p. m.—News—ABC

TUESDAY NIGHT

- 7:00 p. m.—Can You Top This—ABC
- 7:30 p. m.—Quick As A Flash—ABC
- 8:00 p. m.—America's Town Meeting—ABC
- 8:45 p. m.—Jimmy Dorsey
- 9:00 p. m.—Remember When?
- 9:30 p. m.—Author Meets Critic—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—The Three Suns—ABC
- 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

- 7:00 p. m.—American Agent—ABC
- 7:30 p. m.—The Fat Man—ABC
- 7:55 p. m.—News—ABC

- 8:00 p. m.—Rogues Gallery—ABC
- 8:30 p. m.—Mr. President—ABC
- 9:00 p. m.—Through the Listening Glass
- 9:30 p. m.—Weathervane—ABC
- 9:35 p. m.—Speaking of Songs—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—The Three Suns—ABC
- 11:55 p. m.—News—ABC

THURSDAY NIGHT

- 7:00 p. m.—News—ABC
- 7:05 p. m.—Easy Listenin'
- 7:30 p. m.—Quick As A Flash—ABC
- 8:00 p. m.—Original Amateur Hour—ABC
- 8:45 p. m.—Robt. Montgomery—ABC
- 9:00 p. m.—Cavalcade of Music
- 9:30 p. m.—Martinique Orch.—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—The Three Suns—ABC
- 11:55 p. m.—News—ABC

FRIDAY NIGHT

- 7:00 p. m.—Private Detective—ABC
- 7:30 p. m.—This Is Your FBI—ABC
- 8:00 p. m.—Ozzie and Harriet—ABC
- 8:30 p. m.—The Sheriff—ABC
- 8:55 p. m.—Champion Roll Call—ABC
- 9:00 p. m.—Gillette Fights—ABC
- 9:30 p. m.—American Sports Page—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News Commentary—ABC
- 10:35 p. m.—Dance Band—ABC
- 11:55 p. m.—News—ABC

SATURDAY NIGHT

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

— LATE PROGRAM NEWS —

Sunway Presents Southwest Serenade

The Sunway Vitamin Co., returns to the air over KWTO starting April 2nd to present a thrice weekly quarter hour of the best in recorded western music. To be known as Sunway's Southwest Serenade the show will be heard Mon., Wed. and Fri., 5-5:15 p.m. and will be conducted by "Your Editor". A personal invitation to tune in for some swell music, some facts that concern your health and valuable free gifts.

Procter and Gamble Adds News Service

April sees the Procter and Gamble Co., adding two news service periods to KWTO's schedules that will further keep listeners abreast with the latest happenings of the world. Via ABC on Wed. evenings 7:55-8 p.m. and on Thursdays 7-7:05 p.m. five minute news roundups will be regular features of our weekly broadcasts. Procter and Gamble is one of KWTO largest advertisers and their quality products deserve your consideration.

SPONSORS' CORNER

The **Outlet Furniture Company** of Springfield is now making possible over KWTO five additional $\frac{1}{4}$ hours per week by the popular **Jordanaires Quartet**. These outstanding, former staff artists, will be heard under Outlet's sponsorship 3:45-4 p.m., Mon. thru Fri. Starting April 2nd you won't want to miss a single broadcast of their fine interpretations of old spirituals, ballads and favorite religious songs . . . Two 5-minute features now on our schedules should be listening "musts" on your radio calendar. First, **Dollars and Sense**, 6:25-30 p.m. each Tues. and Thurs. This series sponsored by the **Springfield Casualty Underwriter Ass'n**, brings interesting and true stories where proper insurance coverage really paid off. Their logic and clever presentation make enjoyable and profitable listening. Second, and also a twice weekly feature, is the new 5-minute program being presented by **Ike Martins** of Springfield in interest of the famous **Helbros Watches**. This broadcast, heard 5:55-6 p.m. on each Tues. and Thurs. features the one and only **Hoagy Carmichael**, composer and entertainer presenting many of his own compositions in his own inimitable style. Don't miss it . . . Of particular interest to our rural listeners is the return of the **McCray Chick** people to KWTO. Again this year they will be offering those exceptional buys in quality chicks and they will mean more profits for chick raisers here in the Ozarks. Listen to their shows with the **Down Home Folks** and **Uncle Carl Haden**, 2:45-3 p.m. each Mon. thru Fri. . . . Sports-caster **Vern Hawkins** popular 6:15 p.m. sports review is now a 6 day a week feature made possible by the following companies who warrant your patronage, Mon., Wed. and Sat., the **Mitchem Tire Co.**; Tues. and Thurs., the **Taylor Sales Co.**, and the Fri. broadcast with the best wishes of the **Redwall Co.** Listen to Vern regularly for the latest from the "world of sport". . . Starting April 8th the **Sass Jewelry Co.**, of Springfield will present the successful **Lady Hamilton "Dream Time"** broadcast over KWTO. Starring **May Belle Callaway** as **Lady Hamilton** and with **Peter Thomas** as narrator these enjoyable quarter hours will be heard 7:45-8 p.m. on each Mon. evening. The **Sass Company**, local dealer for the famous **Hamilton Watches** invites you to listen regularly to the velvet-voiced Lady Hamilton and to drop in and see the beautiful Hamilton Watches they have on display.

Now conducting extensive SPOT campaigns over KWTO: These products are advertised consistently and warrant your

HEARTBEATS

(Continued from page FOUR)

letters of late which warm my heart. When people write to me and say "May I love you," people whom I have never even known, so sincere and honest and so deeply reverent toward the good things of the world, instead of its going to my poor peanut head, it puts me in my place and strengthens me for my work, beyond all other things. If you want to break my spirit and put me at your feet, just love me. I am just made that way. And so, if I make mistakes at times and seem flippant, forgive me, for you know I am not really so in my heart. The lovely things are all I ever shall remember. Some people can't ever remember anything in life but the grief. Others have a memory-tower of ringing laughter. I have such a tower.

Goodbye, and I'll be with you in May, the Lord willin' and the creek don't rise.

Yours till the moon turns to cheese cake.
MAY

FAIR AND WARMER

(Continued from page NINE)

cific permission from the Conservation Officials. You will have to show that they are in such numbers as to molest your crops or property to even get this permission to trap them, so don't expect beaver coats to be showing up anyways soon from Missouri grown beaver pelts.

There is much dispute between scientists and zoologists as to whether or not these shrewd engineers work from natural intelligence or instinct. As a result of their integrity and industry much legend has sprung up in stories written about the "Eager Beaver". They have been pictured marching like soldiers, each with a small tree on his shoulders to project a threatened dam or home but such are not facts. But like the white tailed deer, Missouri beavers are on the come back and perhaps in the not too far distant future Missouri will have a town named after the accomplishments of these animal engineers and you'll want to at least visit Beaver Dam, Missouri, to see their handiwork.

consideration and purchase. **Eagle Lye, Pepto Bismol, Lilt, Willard Tablets, Vel, St. Joseph Aspirin, Spry, Pinex, Tide, Cavalier Cigarettes, Cheer, Childs Razor Blades, Dentyne, Fab, Doan's Pills, Ex-Lax, Goodman's Vanilla, Griffin Shoe Polish, Joy, Mile's Nervine, Surf, Swift Ice Cream, Veto, Anahist, Ajax Cleaner, Black Draught, Crisco and Feen-a-Mint.**

AN EXPLANATION . . .

We have heard from some of our readers regarding the monthly "Guess Who" feature and objecting to the un-fairness of the contest. May we explain? We fully realize that as a "contest" feature this series IS unfair to many of our more distant subscribers. "Guess Who" was originated basically as a general interest feature rather than for any contest value. Hundreds of letters which have mentioned enjoyment has convinced us that it is accomplishing its purpose. It takes from 2 to 3 days to mail to our 11,000 subscribers and as these are scattered from Springfield to Korea and back again the time element would make it impossible for all to receive their copies at anywhere the same time. Frankly, we can think of no fair way in making the "contest angle an even break for all readers. As we have stated, the contest and award of subscription for the first three correct answers each month was a secondary item and is merely added to encourage new interest and perhaps additional readers to our publication. In this light, and considering the enjoyment you find in knowing your various radio friends as they were when much younger we trust you will want us to continue the "Guess Who" column. We'll continue to dig up the old photos . . . will be pulling for you to make a lucky guess . . . if you miss, will be laughing right along with you . . . and in general we'll all have a good time together. If you'd like it better otherwise . . . well, let us know, remember you're the boss.

FARMING AT 560

(Continued from page THIRTEEN)

and Bob Jackson, in charge of supervised farming. They have run the soil tests, made the seeding plans, and will work with us in each step of the program. Like the extension agents in your county, they have the best knowledge that could be taught them through our College of Agriculture, they enjoy such programs that will help in building back our soil and help us to produce more per acre, cheaper. Besides, it is nice to know you have a man in your community, paid for out of your tax money, willing to plan and help you manage your farm problems. And personally, I am just lazy enough to let him do it. Aren't you?

We will be telling you more about the program of renovation, as it progresses, and visiting with you concerning other farmers in the territory on the "Radio Roundup". So long folks . . .

GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



To give you too many or too good clues as to the identity of this month's "Guess Who" personality would be a dead giveaway. First: this member of the KWTO Radio Family still looks very much like the above picture which was taken when he was but 7 years old. Second: he's 40 now, is married and has a 13-year-old son. Third: a native Missourian he's one of KWTO's oldest and most popular employees. There is a much more recent picture of the subject elsewhere in this issue and if you think it would help any we could tell you his Christian name initials are C. G. . . . O. K., now you GUESS WHO?

— LAST MONTH —

We had a hard time fooling any of KWTO's long time listeners again last month and there were many who correctly identified the good looking young fellow featured as JOE SLATTERY. How'd you make out? Our winners (the first three

correct answers received) were: Mrs. Clyde Cunningham, Everton, Mo.; Mrs. Lester Vaughn, Norwood, Mo., and Mrs. E. E. Nurss, 1820 W. Olive, Springfield, Mo. Now let's see what you can do on the one above. Good luck!



DEAR DIAL:QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS

Q. Does Bill Ring have a program on KWTO at the present time? (D. D., Springfield, Mo.)

A. No, Bill does not have a program at present; however, he is now substituting for Happy Jack Tucker on the "Mrs. Tucker" program which is on KWTO at 5:45 Monday, Wednesday and Friday.

Q. How about a group picture of the Zed Tennis Family? (E. B., Cato, Mo.)

A. You will see Zed's family in "Family Portrait" in the near future.

Q. Is the Haden Trio still on at 6:30 Tues. and Thurs.? What kind of work does Mary's husband do? How old is he? (F. H., Mason, Wisc.)

A. Yes, the Haden Trio is on at 6:30 Tues. and Thurs., and they also have a program for Taystee Bread at 8:15 a.m. and another at 2:15 p.m. for the Pillsbury Co. Ellis Davison is employed by the Springfield Bell Telephone Co. and is 22 years old.

Q. Is Lou Black the son of Vada and Charlie Black? (F. J., Joplin, Mo.)

A. You're right! Lou's father's name was really Morris, but Lou says he never heard him called anything but Charlie in his life.

Q. What time are Hollis Warren's programs on now? (C. W. B., Louisburg, Mo.)

A. Hollis is on at 5:30 Monday, Wednesday and Friday.

Q. I was so glad to hear the announcement that KWTO would be on the air 5000 watts day and night, but I've been listening and still can't pick it up of an evening. What is the matter? (S. R., Ash Grove, Mo.)

A. Although KWTO received permission to keep full power day and night, there are many things that have to be done in order to do this. We hope to have our facilities completed for full time 5000 watt power very soon.

Q. Is Everett Baty, Aunt Martha's husband? (G. C., Harrison, Ark.)

A. A very popular question Mrs. C. No, Everett is not Aunt Martha's husband, but rather her husband's son.

Q. Where is Lexie White? Who sings May McCord's "Hillbilly Heartbeats" theme? Where do the Korn Kobbler originate? (L. F., Springdale, Ark.)

A. The last we heard, Lexie was in St. Louis. Bill Ring sings May's theme song. The Korn Kobbler are transcribed.

Q. Was the little girl that appeared with the Derrel Friend family in the "Panorama Pic's" section of the Dial a few months ago, their child or was it Sharon Kay Haden? (O. B., Marionville, Mo.)

A. The little girl was Sharon Kay Friend. Both children are named Sharon Kay. Sharon Kay Haden was seen with the family in the Dec. '50 issue of the Dial. Sharon Kay Friend, along with her brother, mother and father were in "Family Portrait" last month.

Q. What became of Pete Cassel and Milton Dickey? (L. O., Dora, Mo.)

A. Both are still in radio. Pete in Arlington, Va., and Milton with KCMO in Kansas City, Mo.

Q. Does the Goodwill Family have any copies of their Song Book No. 1 left and for sale? (L. S., Wasola, Mo.)

A. No. This book was completely sold out and is now out of print. Book No. 2, containing 84 favorite songs, words and music, is now available at 50¢ per copy.

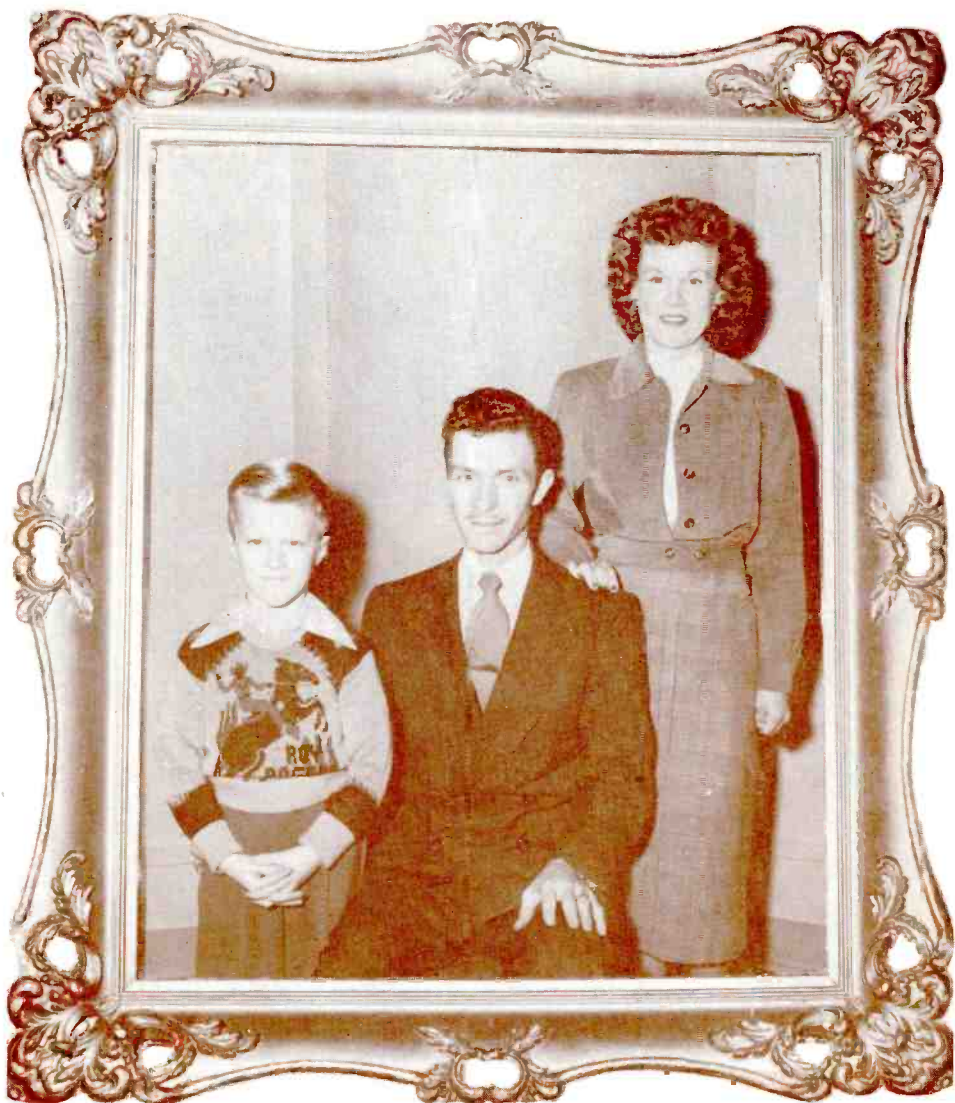
Q. How was Hollis Warren crippled? Is Don Dailey married? Was Pete Cassel blind? (B. T., Mtn. View, Mo.)

A. Hollis was stricken by rheumatic fever. No . . . at least, not when he left KWTO. Yes, Pete Cassel has been blind from birth.

SIGNS OF SPRING!

(Back Cover Story)

The "Signs of Spring" are legion . . . and yet, among the most salient must be these which we found pictured in our old scrapbook. These "snaps" were taken in springs gone by . . . but, they might have been taken yesterday. Let's read from left to right: Alice Rhodes: "How do you like my new spring hat, George?" George: "Gosh, Alice, is that a hat?" Joe Slattery: "O. K., Mary, I guess the lawn does need raking . . . dog-gone-it." C. C. Keller: "Can it be the spring . . . tra-la, la-la." Buster Fellows: "Yes sir, I'm going to have a real garden this year . . . the biggest yet." Lou Black: "There are some eggs in here, Pat." Pat Black: "That's fine, Lou. Now put your tongue back in your mouth and get down before that mother bird comes back." C. C. Williford: "What I like about spring is that I've more time to go fishing. AND, AM I A FISHERMAN." Slim Wilson: "There's nothing like an early smile to start these spring mornings off right, folks. 'Course a little pull helps too." Bob White: "Spring?" . . . Ah—you're . . . so-o-o right." John Wesley Wilson: "Whee-eee, it's beat anything on the road." Revay Evans: "Loyd, do you suppose there's anything to calf love?" Loyd Evans: "I don't know. Why don't you ask a calf."



Family Portrait

Meet Mr. and Mrs. Ulyan Allen Martin and son Lee Allen. The Martins are certainly not strangers as Dad "Doc" has long been a favorite of KWTQ audiences and you met young "Mickey" last month, (he was our Irish policeman cover boy), remember? Pretty Mrs. Martin was the former Miss Merle Peebles of Carthage, Mo. She and Ulyan were married at Union, Mo., on April 28, 1941 so, this family portrait is, in a way, helping to celebrate a 10th wedding anniversary. Merle is 27, "Doc" is 30 and young "Mickey" will be 9 years old this coming Sept. 19th. They are awfully nice folks and we're hoping this family picture will help you to know them better and to like them as well as we do.

LYLE HOLDER
MARIONVILLE, MO.

4-51

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"Signs of Spring"

(See page EIGHTEEN)

