



The
KWTO
DIAL

10c

OCT. • 1951

\$1 per year

Paid circulation averages over 11,000 monthly, notarized.

10¢ per copy

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 10-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

EDITOR'S COLUMN

PAUL GLYNN
JOINS STAFF

NEW STAFF MEMBER:—The DIAL's continued popularity with KWTO's thousands of friends and neighbors has, during the past year, increased our production tasks many fold. (Not that we're complaining . . . far from it.) But . . .

equally sure you'll be glad to know that a **Production Editor** has been appointed to our staff. He is **Mr. Paul Glynn** whose picture appears with this official announcement. Paul hardly needs an introduction as he has been a valued member of **KWTO's News Department** for nearly four years. His training and background in the field of journalism will enable him to prepare much of the copy that future issues of the DIAL will carry and this combined with the many tasks associated with printing and production will enable us to spend more time in planning new features for you. This October 1951 issue may serve as a sample of his work. Working with the Dial's regular columnists; **May McCord, Charlie Wiliford, George Earle, Floyd Sullivan, Chuck Hesington**, and others, Paul has compiled and produced this issue contents. We think it's a dandy and when you have thoroughly perused each page we know you'll agree. It will be a pleasure having a fellow like Paul on the staff and **Miss Bettie Low**, the Dial's **Circulation Mgr.**, **Paul**, as our **Production Editor** and "**Yours Truly**" all look

forward to making the DIAL an even better and more enjoyable magazine for each of you.

A PROFOUND APOLOGY:—Undoubtedly regular DIAL readers will recall the feature of last month's Dial covering KWTO's part in the great Ozark Empire Fair. If you do you will remember the beautiful crochet work pictured on page three. This lovely panel incorporating our station's popular colloquial invitation "**Come on in and sit a spell**" was the work of **Mrs. A. R. Green of Stoutland, Missouri**. Mrs. Green had kindly lent us this piece in order that we might display it during the fair. That we did and thousands saw and admired her talented work. Just how we so carelessly failed to acknowledge her as its



maker when we used it as part of our story we cannot explain but we are indeed sorry. We greatly appreciated her kindness and along with all who saw the panel would express our appreciation for her sharing it with us. May we at this late date offer our sincere thanks to her? Well, October looks like a busy month with many new programs and personalities for our schedules. Our Nov. issue will answer your requests for "pics" of **Jack Hunt, Jack Berch, Bud Collyer**, and others. See you then. **Best Luck . . . Your Editor.**

"WELL DONE!"

BURGE POLIO UNIT DEDICATED
AND NAMED "THE COTTAGE"



It is a real pleasure to report to KWTO listeners that their overwhelming liberality was culminated on Tuesday, August 7th, 1951, in the presentation of the beautiful new "KWTO Polio Unit" at Burge Hospital. In a fitting ceremony, attended by state, county and city health officials, members of the Burge Hospital staff, board of directors and trustees, Mr. Ralph Foster, president of Radio Station KWTO and speaking for the thousands of KWTO listeners, made the presentation.

Mr. Foster said, "Approximately a year ago, a group from KWTO, headed by Jean Lightfoot Kappell, visited the Polio Ward at Burge Hospital and saw the overcrowded condition. We stopped at each bed and saw, firsthand, the results of this dreaded thing called Polio. We looked into an iron lung and heard a blond-headed, three-year-old boy calling for his grandma. Right then we made up our minds to do something about it. We decided to go to the listeners of KWTO and tell them of the great need for additional space to take care of the Polio problem."

And so KWTO came to you listeners.

We told you that a minimum of ten thousand dollars was needed to move and recondition a building obtainable from O'Reilly Hospital. That was a lot of money. But nickels, dimes, dollars, and checks for twenty-five, fifty and one hundred dollars and more started rolling in. Schools, churches, clubs and other organizations helped to swell the funds, until at last \$15,227.81 was accumulated, making it possible not only to move and recondition the building, but also to furnish it with many vitally needed items for physical therapy.



Ralph D. Foster — Lester E. Cox

Much credit goes to S. E. Dobbs, general contractor who supervised the construction work; to Buchanan Brothers who moved the building free of charge; to McLean Construction Company for doing the foundation work, gratis; to the Charles C. Meek Lumber Company for donating material; and to other firms who gave generously of their products.

The Shrine Mosque was donated rent-free for one night and the stage hands union donated their services in order that the drive could be climaxed with a mammoth auction

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THE COTTAGE

(Continued from page THREE)

of everything from live pigs to fine furniture and hundreds of handicraft items. Thanks go to the many firms in Springfield and the Ozarks who donated items for this auction; also to the national advertisers who gave flour, feed and cereal.

The entire KWTO personnel, entertainers, news department, program, continuity, advertising and business office, took great joy in handling the details of the Drive, keeping a perfect record on the moneys received and seeing the program through to its successful conclusion.

As Mr. Foster said further in his presentation address, "It is great to live in the Ozarks where so many understanding people live. It is wonderful to be able to present this building to Burge Hospital as a result of 3,628 cash contributions received from 73 counties. The Burge Hospital has many many friends by their decision to tackle the Polio problem, and on behalf of those sympathetic people of the Ozarks who responded to the appeals made over KWTO, we are exceedingly happy to present these additional facilities so that Burge Hospital may better perform the task of alleviating the suffering and after effects of Infantile Paralysis. May its doors ever be open to receive persons who have had the misfortune to be stricken with Polio. And may God bless its facilities and its personnel in this heavenly-appointed task."

It was decided by the officers of Burge Hospital, after the addition of the KWTO Polio Unit to the already existing building, so named the completed center, "The Cottage" in keeping with the picturesque setting it presents.

Mr. Lester E. Cox, president of the Board of Trustees at Burge Hospital in his speech of acceptance, said, "Our faith in the people of the Ozarks has soared to new heights. Their generosity has been overwhelming. We, the members of Burge Hospital's official family, assure you we shall never forget this

magnanimous response to an imminent need. This addition to "The Cottage" was not a moment too soon. Already, its facilities are in active service in relieving the overcrowded condition that previously existed. From the bottom of our hearts we thank all of you who have had a part in making this dream come true."

The new unit to the Cottage now makes possible a classroom for boys and girls convalescing from infantile paralysis to receive special school work under the direction of the Springfield School System. It provides a reception room, examination rooms, a medical supply room and physical therapy rooms where patients are taught to walk again. All these rooms can be converted quickly to hospital rooms for patients as the need demands.

And so, thanks again to you loyal and liberal friends of KWTO, we point to a job well done, and say, "God bless you for all of it!"

Pictured below is Mr. Hal Burgin, Business Adm. for Burge Hospital and Ruth Wiley, Supervisor of the Polio Unit. Pictures on adjoining page of children currently being treated at the Cottage and various folk associated with hospital and interested friends were taken the night of dedication.





L. to R.—Pic. No. 1. Richard Turner, 3 yrs., Seymour; Jackie Chandler, 1 yr., Hartville; Stanley Hale, 2 yrs., Billings. 2. School is in session at the Cottage. 3. Dr. Daniel L. Yancey; Dr. Urban J. Busiek; Rev. A. J. McClung; Dr. T. H. Stubbs; Lester E. Cox; Jimmy Cook; Ralph D. Foster. 4. Dr. Busiek, Physical Therapist, Polly Vaden and Dr. Stubbs. 5. Supervisor, Ruth Wiley and Pam MacArthur, age 4. 6. Jackie "The Colonel" Chandler and Polly Vaden.

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

Yes. "Gone fishin'"—there's more than magic in those two little words for it means a day or two on Nature's Heart, away from the strife and turmoil of this war torn and threatened old earth. From time to time we have mentioned this gentle art of angling, for where else can one find so many clear, pure, spring-fed streams than right here in the Ozarks?

Only last year the world wide distributed Life Magazine made special mention of Ozark fishing and selected and pictured Jack's Fork River right here in Shannon County, Missouri, as the best black bass fishing stream in all of America.

And now it is the Golden October season when many will tell you that fishing is the best—the season of the painted leaves and the flaming Fall Revue seems to find the waters just right for that most unique of all fresh water fishing—the famous Ozark Float or Float Trip, and as some native will call it, "runnin' the river"—when, with a commissary boat in the lead carrying the food and supplies, you follow in a so-called "john-boat" comfortably seated to just rest, relax and cast, and let the rest of the world go by.

Most anyone will admit that these famous Float trips originated right here in the Ozarks. Some will say it was started down on the James River by the members of the Old Aurora Fishing Club, which was located on the James soon after the turn of the century, and on a spot which is now the Rook Haven Camp near the bridge over the James River just below the town of Cape Fair, but now I have evidence that at least as early as the year 1901 this means of fishing was indulged in over in the Current River near Chilton in Carter County.

Edgar P. Mann, Springfield's most venerable and oldest living attorney, wrote me a most interesting letter, which with his permission, I quote excerpts:

"In the years when I was active, and especially beginning with the first day of 1901, I was a member of the Carter County Hunting and Fishing Club, located on the Current River, near Chilton, Mo., and for 20 years, President of the Club. Current River in those days was in my

judgment, best large and small bouthed bass fishing this country ever saw. We had no limit imposed by law on the catch in those days—we did no still fishing—we had flat bottomed boats, flared at each end and our boatman sat in the rear end and maneuvered the boat with a short paddle. The river was just proper width that by floating in the middle we could cast to the shore on each side. We used mostly wooden plugs but my favorite bait was two tanden hooks with a pork rind attached. Using this bait I caught, one time, a black bass weighing seven pounds. We were always accompanied by a commissary boat carrying a big ice box, or tents and baggage. I remember floating once from the Club House to Doniphan, Mo., with the late A. C. Dailey. We took out at Biggers, Ark. The people turned out there—made boxes for us and furnished us with an extra supply of ice and we reached home with 90 bass after eating our fill on the trip. I am now 93 years old and my fishing days are over and I get

to eat fish only when fishing friends from down at Lake Taneycomo bring us a supply. I am always listening when you go on the air and especially when you talk fish or fishing." (End of quote).

And just a day or so ago I contacted another old time fisherman, J. W. Shipp out on East Elm, here in Springfield, now 84, who told me of a float trip that he took as early as 1895, when with two friends, Gene Ebersall and Will Ferneau, they launched their home-made boat down at the Campbell Street Bridge on the James and six weeks later ending their float at Batesville, Ark., way down there on the White River. Mr. Shipp graphically described how with little or no effort they would shoot all the quail and wild turkeys they wanted all along that long meandering float trip in the Gav Nineties, the mauve decade when folk really lived. This six week float I'm sure is the longest I have ever heard of when fishing was really fishing and the sky the limit in your creel. Gone are the days like those in this modern mad world. Mr. Shipp is now 84 and loves to live over those

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C. C. Williford

INSIDE AT THE STUDIO . . .

NEWS & HAPPENINGS
BY HESINGTON

There's nothing secret about the fact that the entertainment business (including radio) slumps in the Summer and picks up in the Fall. This holds true for our station too. New shows take the air and new personalities are heard on shows that will become popular favorites. Did we say **NEW** personalities? Well . . . **OLD** ones also return to again charm thousands of old friends and to add thousands of new friends to their audiences. Back in the fold these days is **Karl Zomar**, the "**Friendly Philosopher**" now being heard on **KWTO** each weekday **Mon.** through **Fri.** as he opens and reads from his big **Scrapbook** from **10:15-30 p.m.** Below is a picture of Karl in answer to your request, and with it we extend Karl's greetings to all old friends, and a big "thank you" for the swell cards and letters you are sending his way to say "Welcome back".

Among **KWTO's NEW** air personalities is the fellow you seem to have already taken to your heart . . . **Porter Wagoner**. Your right . . . he does sound a little like **Hank Snow**, **Eddy Arnold** and **Roy Acuff** all rolled into one. That's no mean trick when you come to think of it and we're betting he'll go far in this entertainment field. Porter comes to us from **West Plains, Mo.** He's married and has one son. The "pic" at the top of column two is a good likeness of him. We'll try to introduce you to the **Wagoner** family right soon.

Sally Briggs and the **Boys**. "**Doc**" **Martin**, **Slim Wilson** and **Dale Parker** made a personal appearance in **Mtn. Grove** at the **Tri-County Fair** a few weeks ago. It was **Sally's** first appearance in a few years and after



such initial success she is planning more. She did let the crowd down in one respect however. She absolutely refused to ride "**Big Babe**", the carnival elephant. **Aunt Martha** rode "**Babe**" the night before. In fact, she didn't want to get off (she thought it was a camel).

There's an old saying about music soothing the savage beast. That may be true but sometimes it works in reverse. Take the case of "**Uncle William**", 84 years old and visiting relatives in **Ava**. His kinfolk wrote us about the morning he was awakened to the tune of "**Sally Goodin**" played by our own **Buster Fellows**. He was so aroused by "**Bus's**" dido that he hopped out of bed, danced around the room and hopped right into a box containing two dozen eggs . . . (rendering 16 of them unfit.) We're either going to have to mute **Buster's** fiddle or send these folks to a new recipe for smashed eggs.

IN BRIEF:—**George Earle** beaming from ear to ear over the wonderful response given his new series, "**Breakfast At Heer's**" . . . Everyone happy to see **Shorty** and **Sue Thompson** back on the staff . . . **Loyd Evans** fans all rejoicing over his continuing as your "waker-upper" at 5 a.m. We announced rather prematurely in the last issue that **Loyd** would devote all his time to **Farm Service** but it was decided to continue overworking him (intentional pun) . . . We heard former **KWTO** announcer **Jim Lowe**

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INSIDE AT THE STUDIO

(Continued from page SEVEN)

recently working a program out of Chicago, over NBC. It was the **University of Chicago Roundtable** and Jim sounded plenty good . . . Speaking of former KWTO-ites, **Don Dailey** and charming new wife "**Ginny**" are expected at the radio home right soon for a visit. Don is about to complete (with honors) his training with Uncle Sam's Air Corp at San Antonio, Texas. Your Editor had a nice letter from him recently and everything that's happening makes us mighty proud of "Sir" Donald. We're looking forward to the Dailey's visit.

Know the folks pictured to the right? That's right, it's none other than **Mr. and Mrs. George "Candy Kisses" Morgan** and their charming little daughter **Candy Kay**. George was in Springfield transcribing additional shows for Robin Hood Series during September and brought his family along. We remembered our promise to you for a "pic" and if the whole Gang hadn't of been so dog-gone busy we'd have taken more. The **Whippoorwills**, **Roy Lanham**, **Gene Monbeck**, **Doug Dal-**

ton and **Dusty Rhodes** were also here for the session and send you their regards. Perhaps a picture of this happy go lucky bunch on their next trip. Roy lost a whole suitcase full of clothes (it blew off the car top on the trip) and had to spend his entire stay here wearing someone else's blue jeans. Oh, well, he looked good . . . he's the cowboy type anyway.



LOOKIN' AT YOU

NEWS OF THE NEWS ROOM
BY FLOYD M. SULLIVAN

With the coming of October, the year 1951 is in its last quarter. There is a definite tang of Autumn in the early morning air. Ducks and geese have started their flights Southward and the squirrels are busy storing acorns and nuts in hollow trees or burying them in the ground. On the other hand, the bees have completed their year's work and are preparing to enjoy the fruits of their labor when the blizzards and snowstorms sweep down from the North. These are all Nature's signs that Summer has gone and Autumn is here and Winter not too far away.

We who are privileged to reside in the Ozarks region of South Missouri and North Arkansas are fortunate beyond the power of words to measure. We receive a full measure of each of the four seasons, without too much of any one of them.

Fifty years ago, down here in the Missouri Ozarks, we started gathering walnuts and hickory nuts, late in October and early in November. They were used in our home-made candies during the Christmas holidays.

In those days too, we had the hazelnut—which is rarely found in the Ozarks anymore—especially along the main highways where the brush is kept cleared out. It was a sort of miniature filbert and was delicious when used in home-made candies.

Another thing that Ozarkians always stocked up on in the Autumn was sorghum molasses. We used it on our batter-cakes (now called hot cakes), corn cakes, hot home-made lightbread and home-made candies.

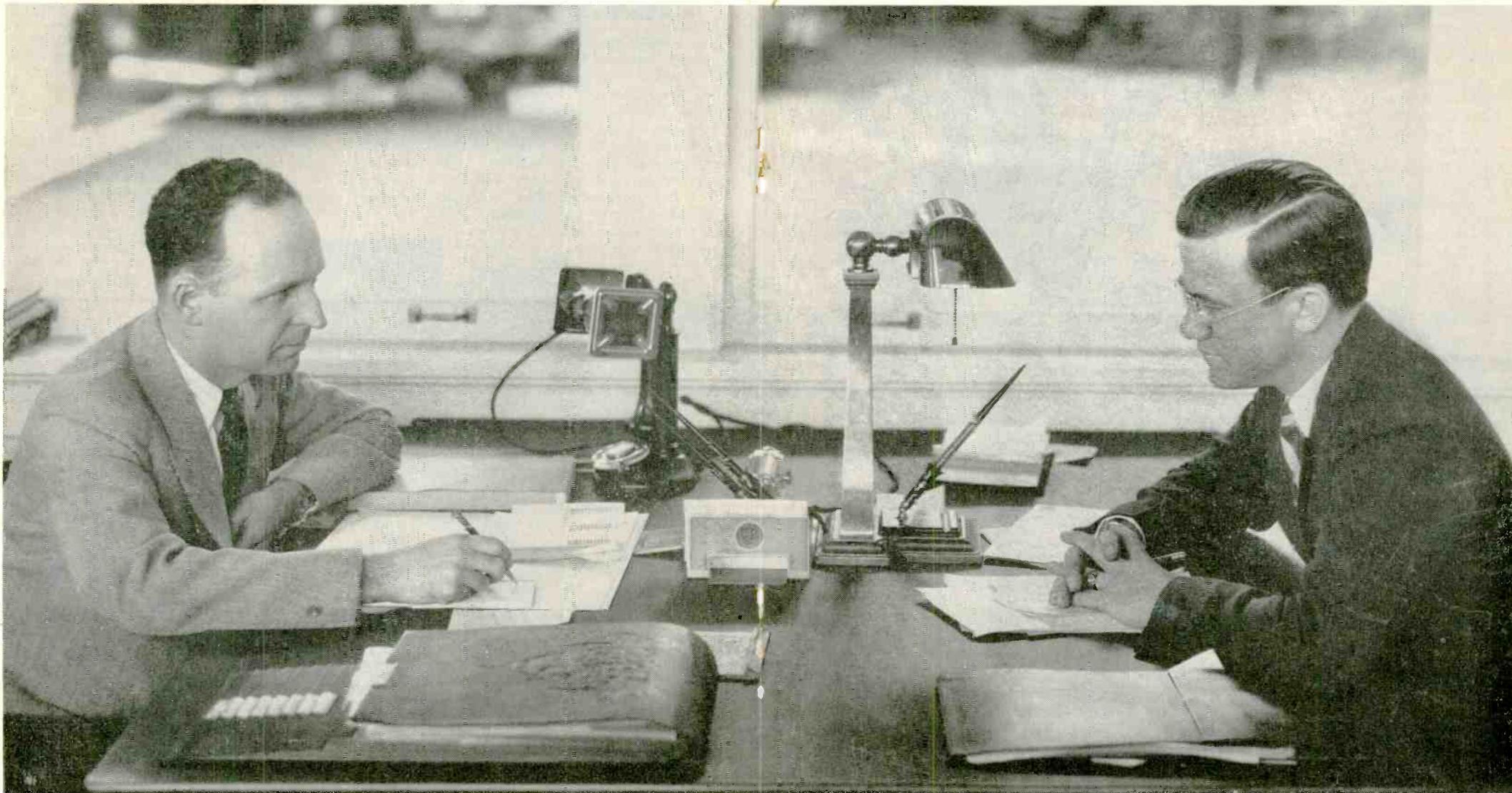
We also had taffy-pulling parties fifty years ago in the Ozarks—and that's where the sorghum molasses came into the picture again. We paired off with our best girl and pulled a helping of home-made taffy. The longer you pulled

the taffy the better job of mixing you got done. However, during the pulling, the young folks done a heap of mixing—and I've always suspected that the get-together feature was the idea behind the whole thing. Women didn't hunt careers in those days—they just plain went out and hunted husbands—and there wasn't no closed season, either.



Floyd M. Sullivan

NINETEEN YEARS OF RADIO PROGRESS IN THE OZARKS



When the two men pictured above first joined in partnership, little did they dream that years later, what started out as a hobby, had grown into one of the biggest single industries in the Ozarks. Seated at left is **Jerry Hall**, who, with his partner, **Ralph D. Foster**, seated at right, operated the **Foster-Hall Tire Company** in **Saint Joseph, Mo.**

They closed off 4 x 12 feet of space in the back of the tire shop for their "toy", a 15-watt radio station which operated somewhat uncertainly. Ralph Foster said he had that station almost a year before he began to realize its potentialities. **September 9th, 1932**, **Ralph D. Foster** and **C. Arch Johnson**,

now **Vice President** and **Treasurer** of **KWTO**, moved their station to Springfield. At 7:00 p.m., on that date, a young announcer named **George Earle**, made the first announcement on Springfield's newest station.

Christmas Day, 1933, a "pint-sized" **KWTO** made it's debut at 500 watts and 560 kilocycles. It all started nineteen years ago, and since then, **KWTO** has grown into the most powerful radio station in this entire area.

Early realizing the responsibility which rested on his shoulders, **Ralph Foster** set about using his radio station—then very much in its infancy—to build and promote

the area it served. In company with **C. Arthur Johnson**, Mr. Foster established a policy which has been rigidly followed the past nineteen years. "Whenever humanly possible, give the Ozarks a boost!"

And as the Ozarks grew and prospered, so did its biggest booster, **KWTO**. Mister Foster first established a news department, one of the first radio news departments in the nation. Next, he prescribed a staff of homespun talent. And as weather was one factor mostly affecting Ozarkians, he persuaded the U. S. Weather Bureau to give daily weather broadcasts. **KWTO's** weather broadcast forecats are copied by other stations all over America. Early **KWTO** per-

sonalities are now national celebrities, such as **Paul Phillips**, writer, producer of **Phil Harris Show**; the **Brown Brothers** of **Nashville**; **Russ Davis**, television personality of **Chicago**; **Tom Moore**, of **Ladies Be Seated**; **Joe Rex Hainline**, chief newscaster of **WJR, Detroit** and former **NBC War Correspondent Carl Ward**, Mgr. of **CBS** outlet in **New York City**.

Ralph Foster and **C. Arthur Johnson** are probably the youngest pioneers in the Ozarks. **KWTO** and the Ozarks are synonymous—as one grows, so grows the other. And their future is bright. Prophetic, indeed, is the phrase coined 19 years ago, "**Keep Watching the Ozarks**".

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

An now comes October . . . Greetings to you friends—for this is the lovely month when Autumn puts her mantle on and pins it with a star.

Nothing makes me feel so young as spring and the awakening of the earth, and really, nothing makes me feel so old as the chill of Fall coming on and the dying of the leaves and the passing of all the green and lovely things of Summer. But at the very beginning of Fall, when nuts are brown and we stand by to see the late Indian Summer pass, I love it.

I get so many letters from old folks who say "I love to read your page in the Dial." You know, there is so little in any publications for the old folks and really so little on radio. That's one of the big problems of radio. They don't care for a lot of hilarity and stream lined jokes. They don't like jazz and hoopla. They get some good gospel preaching and singing on radio, of course, but they like to hear about the days of long ago. Charles Iden, poet at Crocker, Mo., writes a sweet little poem about this:

**"There are so many old things that we should not forget,
The yellow rose, and blue "flags" and dainty mignonette,
The ice-wool shawls so lovely, those fascinators, too,
Bootjacks and nutmeg graters, rag carpets, red and blue;
The hymn tunes like "Old Hundred," the old folks used to sing,
These old things near forgotten—what memories they bring!
Among the lovely old things, the spinning wheel, the looms,
That lent so much of comfort to those old living rooms,
There was a big old Bible with pages where they wrote
The weddings, births and dyings—or some historic note,
Those plain old fashioned sermons, the honesty of men—
We somehow need the old things to set us right again."**

Down town the other day, in the store watching women buy Fall hats, I always have to laugh when I think of the old days when I was a kid. Do you remember, any of you, when a woman always bought a hat to please her husband? He went along with her to buy it, if it took all day. Hats were

not bought very often and this was a day of days. Often a woman wore her Summer hat and her Winter hat as much as five or six years. I had a very dignified father, but I remember distinctly that he went with my mother to buy a hat. Someway it was a sort of unspoken law that a man had to be pleased with his wife's hat, and she was just a sort of poor dumb bunny dragged along to park the hats up on her head and let her man look at them. Can you beat it?

I have watched that process many a time in the little stores and I wonder how it ever got started. It's certainly gone out of date nowadays — but it was funny. I remember it took almost all afternoon for my mother to buy a hat and my father laid off and went along and made a day of it. When mother would get home after this hat buying ordeal, she would look as meek as Moses — hating the hat as usual. For it never turned out

to be the hat that she really wanted. In those days a woman wore the hat her husband thought she OUGHT to wear, so long as she bore his name and was his property! And he could either "point with pride or view with alarm" this hat.

I can imagine a lot of things—jumping off a flagpole or eating puckery persimmons . . . but for me ever to have dreamed of taking a husband along to buy a hat! I would rather have taken the Supreme Court! And not even a team of Texas mules could have dragged him! That's one crime he would have no part in—a woman's hat! You certainly can't take a man along with you nowadays to buy one of those pancakes set on your head with a sick owl and a bunch of carrots on it. Or an old mop or a hurrah's nest!

But ladies, when your husband gets to ribbing you about that upside down pickle dish you're wearing on your head, just take time to inform him that since the dawn of history, almost every absurd fashion imposed on womankind has been created and conceived by men. Men are the fashion designers. They create almost every hat, every dress and every style. Pick up an old snapshot of your wife taken back in the twenties, with her waist down around her hips and her dress up to her knees in the front and trailing in the back, and remember that men designers created THAT! Men invented corsets, and were the first to wear them.

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May Kennedy McCord

SCHEDULE FOR OCTOBER**WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Porter Wagoner
 6:15 a. m.—Sally Briggs
 6:30 a. m.—Farm Facts (M-W-F-S)
 6:30 a. m.—Sally Briggs (T-Th)
 6:45 a. m.—Jamboree
 7:00 a. m.—Goodwill Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Prairie Playboys
 7:45 a. m.—Buckaroos (S)
 8:00 a. m.—Johnnie Lee Willis
 8:00 a. m.—Mystery Farm (S)
 8:15 a. m.—Taystee Time
 8:15 a. m.—Sally Briggs Show (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanares (S)
 8:45 a. m.—Rev. Hitchcock (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Heer's (S)
 9:15 a. m.—Program Notes
 9:20 a. m.—Musical Interlude
 9:25 a. m.—Edward Arnold—ABC
 9:30 a. m.—Betty Crocker—ABC
 9:30 a. m.—Future Farmers of America (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Saddle Rockin' Rhythm
 (M-W-F)
 10:00 a. m.—Sally Briggs (T-Th-S)
 10:15 a. m.—Kitchen Talks
 10:15 a. m.—What's New? (S)
 10:30 a. m.—Slim Wilson Show
 10:30 a. m.—Meet Your Neighbor (S)
 10:45 a. m.—Man At the Stockyards
 11:00 a. m.—Jack Berch—ABC
 11:15 a. m.—Ozark Farm Hour
 11:30 a. m.—College of Agriculture
 11:35 a. m.—Ozark Farm Hour
 11:55 a. m.—World News In Brief
 12:00 noon—R.F.D. Roundup
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Paul Harvey—ABC
 1:00 p. m.—Game of the Week—ABC (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Young Dr. Malone
 1:45 p. m.—Judy and Jane
 2:00 p. m.—Black's Wax Works
 2:15 p. m.—Victor H. Lindlahr—ABC
 2:30 p. m.—Break the Bank—ABC
 3:00 p. m.—Dr. Crane
 3:15 p. m.—Southwest Serenade
 3:30 p. m.—Goodwill Family
 3:45 p. m.—Jack Hunt
 3:55 p. m.—Scoreboard—ABC (S)
 4:00 p. m.—Newscast
 4:15 p. m.—Markets
 4:25 p. m.—Williford Says

4:25 p. m.—Ark. Conservation Comm. (S)
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Interlude
 4:40 p. m.—Program Notes
 4:45 p. m.—Bob Thorton Quartet
 4:45 p. m.—Calling Greene County (S)
 5:00 p. m.—All Star Parade (M-W-F)
 5:00 p. m.—To Be Announced (T-Th)
 5:00 p. m.—Sen. Kem (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Jimmy Allen
 5:30 p. m.—Mo. Conservation Comm. (S)
 5:45 p. m.—Jack Tucker (M-W-F)
 5:45 p. m.—Rhythm Rendezvous (T-Th)
 5:45 p. m.—Christian Science (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Dollars and Sense (T-Th)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Silver Eagle—ABC (T)
 6:30 p. m.—Mr. Mercury—ABC (Th)
 6:30 p. m.—Space Patrol—ABC (S)

SUNDAY PROGRAMS

6:30 a. m.—Presbyterian U. S. A.
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Homes on the Land
 8:00 a. m.—Words of Life
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Christian Brotherhood
 9:30 a. m.—Negro College Choir—ABC
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—The Christian in Action—ABC
 11:00 a. m.—Excursions in Science
 11:15 a. m.—First Baptist Church
 12:00 noon—Message of Israel—ABC
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—Leighton Noble Treas. Show—
 ABC
 1:30 p. m.—Sunday Serenade—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Billy Graham—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Concert of Europe—ABC
 4:30 p. m.—Greatest Story Every Told—
 ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Stage "52"—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Newscast
 7:15 p. m.—Jordanares
 7:30 p. m.—Family Hour—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Proudly We Hail
 9:00 p. m.—Paul Harvey—ABC
 9:15 p. m.—Sunday Evening Altar
 9:30 p. m.—George Sokolsky—ABC
 9:45 p. m.—Medal of Honor
 10:00 p. m.—Newscast

10:15 p. m.—Thoughts in Passing—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—The Big Hand—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Music for Dancing
 8:00 p. m.—United or Not?—ABC
 8:30 p. m.—Ghost Stories—ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—As We See It—ABC
 9:45 p. m.—It's Your Business—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Carl Zomar
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Chance of a Lifetime—ABC
 7:30 p. m.—Newstand Theatre—ABC
 8:00 p. m.—America's Town Meeting—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—Newscast
 10:15 p. m.—Carl Zomar
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Mystery Theatre—ABC
 7:30 p. m.—Casebook of Gregory Hood—ABC
 8:00 p. m.—Rogues Gallery—ABC
 8:30 p. m.—Mr. President—ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Palmer House Orch.—ABC
 9:45 p. m.—Latin Quarter Hour—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Carl Zomar

10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Defense Attorney—ABC
 7:30 p. m.—Hollywood Star Theatre—ABC
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—Newscast
 10:15 p. m.—Carl Zomar
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—Richard Diamond—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Ozie and Harriet—ABC
 8:30 p. m.—Mr. District Attorney—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Fights—ABC
 9:30 p. m.—Your Amer. Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Carl Zomar
 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.—Dancing Party—ABC
 7:45 p. m.—Hayloft Frolics
 8:00 p. m.—Visiting Time
 8:30 p. m.—Dancing Party—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—News
 10:15 p. m.—Buddy Weed—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:55 p. m.—News—ABC

COVER STORY**HALLOWEEN HAUNTS HOLD HAPPINESS FOR "VICKIE"**

Our cover girl this month is none other than **Miss Victoria Bauer**, daughter of KWTO's **Chief Engineer Fritz Bauer** and his charming wife, **Jeannelle**. "**Vickie**", age 6, and like many another young lady is looking forward to All Saints Eve when ghost and goblin will roam to frighten the "livin' daylight" out of every adult in which they come in contact. Of course, the shrill screams of happiness and the diminutive sizes of these frightening apparitions should tip-off we grown-ups that it is only the small-fry . . . but, somehow it never does. After all, we were young once and there were Halloween celebrations then too. Little Miss "Vickie" was a wonderful

subject for our specially posed cover picture, as we think results prove. Fact of the matter, we believe she was getting as much kick out of the whole procedure as **Staff Photographer Reuel Haymes** and "**Yours Truly**". The animation of body and facial expressions which she gave for the camera suggests that "Vickie" might someday go far as a very talented actress. With older sister, "**Fritzie**", a student at SMS, well along in this line and besides a fine artist, it's not impossible to believe that it runs in the family. **Anyway, our thanks to Miss "Vickie" and all wishes for a swell Halloween to all you KIDS!**

A VISIT WITH "MRS. IKE"

(Continued from page NINE)

tion the Saddle Club Horse Show and other civic affairs that need a boost on the "Meet Your Neighbor" program. Besides, a few casual commercials must be interspersed now and then, for after all, "Ike Martin's Store" does sponsor the program.

The music department of this interesting store comes in for its fair share of publicity, since on the second floor we find ourselves surrounded by a wonderful display of all kinds of instruments and accessories, while the entertainers personally do the demonstrating.

Sometimes, an old timer, happens in with first hand information about the Native Dogwood Festival up Lake of the Ozarks way, or that Centennial celebration down at Crane in Stone County, founded in the same year as the Missouri Pacific Railroad. The men grew beards for months to go with all the old time 'bib 'n tucker' the women folks 'dug up' specially for the occasion.

While interviews are going good the alarm clock goes off reminding folks of that expert watch and clock service to be had in the Store's Jewelry Repair Department, and as a part of the plan, the lucky person being interviewed at that moment gets a special prize.

The "honor guest" of the day receives "Flowers for Church on Sunday".

All in all—it's a lively thirty minutes—versatile to say the least, only to be climaxed by that age old custom of singing, "Happy Birthday To You" for all those having birthdays that week (names have been sent in previously).

The mellow, feminine voice of Mrs. Martin, that called the kiddies 'Sugar', patted ninety year old Aunt Fanny on the back and said, "bless your sweet life"—laughed merrily in sounding out Uncle Ephram on that Hound Dog Story, says, "loads of luck to all of you and until next Saturday then—Goodbye now!"

★ BABY OF THE MONTH

The pretty young Miss pictured to the right is our Baby of the Month. She is Ann Marie Slattery, daughter of Ass't Prog. Dir. Joe and Mrs. Slattery. Ann Marie was born at St. Johns Hospital, Springfield, August 17, 1951. She has two big brothers who are pretty proud of her, young John Patrick, age 1 and big bud, Jimmy, who is now past 4. Proud parents . . . and why not?

SPONSORS' CORNER

Mo. Church of God presents **Christian Brotherhood Prog.**, 9:00-30 a.m. Sunday. (This program a move from previous 6:30 p.m. Sat. broadcast time.)

Goodyear Tire & Rubber Co., presents **The Greatest Story Ever Told**, 4:30-5 p.m. Sundays. (Returned to air after summer hiatus.)

Seeman Brothers — Monday Morning Headlines, 5:00-15 p.m., Sundays. (Increasing to full 15-minute sponsorship.)

Prudential Insurance Co. — Jack Berch Show, 11:00-15 a.m., Monday through Fri. **Serutan Co.—Victor H. Lindlahr**, 2:15-30 p.m., Mon. through Fri.

Bristol-Myers—Break The Bank, 2:30-3 p.m., Mon. Through Frid. (Bristol-Myers sponsorship. Mon.-Wed.-Fri.)

Bristol-Myers — Mr. District Attorney, 8:30-55 p.m., Fridays.

H. J. Heinz Co.—Ozzie & Harriet, 8:00-30 p.m., Fridays. (Replaces A Life in Your Hands, a summer replacement.)

Willard Tablet.—Porter Wagoner, 6:10-15 a.m., Mon.-Wed.-Fri. (Studio Show).

Ralston-Purina (Ry-Krisp), Eddie Arnold Show, 5:00-15 p.m., Tues. and Thurs.

Glasgow Tailors—World of Sports with Vern Hawkins, 6:15-25 p.m., Tues.-Thurs. **Sterling Drug Co. — Mystery Theatre**, 7:00-30 p.m., Wednesdays.

R. J. Reynolds Tobacco Co. — Richard Diamond, 7:00-30 p.m., Fri. (Starts Oct. 5th.)

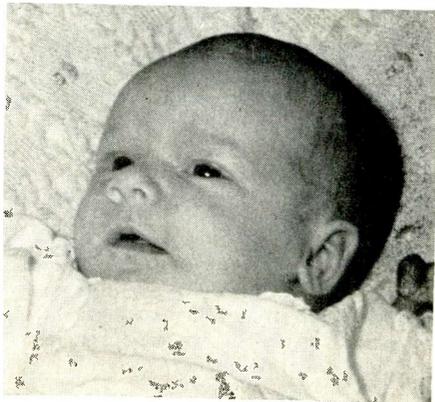
Flex-O-Glass — Hayloft Frolics, 7:45-8 p.m., Saturdays. (Local origination.)

Morton Salt Co.—Visitin' Time, 8:00-30 p.m., Saturdays.

Peter Paul, Inc.—World News, 9:45-10 a.m., Mon.-Wed.-Fri.

Taystee Bread Corp.—Bill Ring Time, 8:15-25 a.m., Mon. through Fri.

SPOT CAMPAIGNS:—Old Judge Coffee, Malt-O-Meal, Grove's Bromo-Quinine and Grove's 4-Way Cold Tablets.



FAIR AND WARMER

(Continued from page SIX)

carefree happy days—gone but not forgotten.

And now 50 to 55 years later, although fish and game are not nearly so plentiful, Captain Hawk and his son Dave Hawk, nationally known Bait Casters and guides are float trip operators down at Harrison, Ark., and in spite of the ever waning amount of fish they operate their float trips on a NO-Fish NO-Pay Basis on both the White and Buffalo Rivers. Another nationally known operator of this means of fishing is none other than Jim Owen of Branson, Mo., who has acquired endless fame in magazine articles and pictures in the nation's leading publications only recently and whose patrons have been many big name celebrities, like movie stars, statesmen and even an Ex-President or two. Most every Ozark clear water stream now has it's float operators. Down on the James, Lyle Chamberlain of Cape Fair, is one of the best known, along with Harry Dillard of Galena, Mo., for such trips on that famous stream. Wilbur Hicks of Forsyth, and Elmo Hurst of Cotter, Ark., are also well known along the White River for their floating expeditions. Others operate on the Gasconade River, which empties into the Missouri River to the north of Springfield.

Yes, float fishing, as Capt. Hawk says, is a restful, lazy kind of a vacation—one of the laziest, in fact, that has come to the attention of modern day sportsman. But as you drift lazily along comfortably seated in a canvas chair and feel the savage strike of an Ozark Brownie—the fighting, splashing, tail walking antics to dislodge the bait and to escape—the sport becomes not only thrilling but rugged. The thrill of netting your catch as he gets close to the boat and the anticipation of the next cast—you'll find that tired feeling gone and replaced with a zest for excitement, for who knows just what will hit next as your plug strikes near that log, rock, or tree root. Along each side of the churning swirling river there is an endless panorama of rugged Ozarks bluffs and wooded dells passing before you in review. And when the night shadows start to fall, the caravan of boats glide up on a clean white gravel bar and the guide starts that camp fire while cots are arranged for the night sleeping—the tang of the cool night air—the smell of the frying bacon or fish developing an appetite like you have never known before. And as you drift off to dreamland out there under the stars and a big yellow Ozark Hunter's Moon, you'll be enjoying a taste of heaven right down here on earth.

GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



This likely looking lad is well known to almost everyone in the Ozarks, both young and old. Years after this picture was taken he entered the radio field to become one of the better known personalities in the Ozarks. Born in North Missouri early in the century, he early impressed his friends with his ability as an entertainer. It was years later, however, that he gained the sobriquet, "The Man with the Thousand Voices." He has been with Ralph Foster in Radio 25 years. He is married and has two children. Thousands know him best for his manner in conducting audience participation shows, his personality and genuine friendliness.

Actually he doesn't use his last name in radio and many believe the name by which he is commonly called to be correct. For you to be correct, we ask that you give his full name.

— LAST MONTH —

In the September issue of the Dial we featured a picture of a very popular KWTO personality. Those of you who guessed the picture of the young Protem, Mo., boy as **George Rhodes** were correct. The first to guess his name correctly and win a year's subscription to the Dial were: **Mrs. Max Cole, Purdy, Mo.; E. Rozell, Chadwick, Mo.; and Mrs. Arthur Webb, Pea Ridge, Ark.**



DEAR DIAL:

QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS

Q. I enjoy the Memory Lane feature very much. Could we soon have a picture of Milt Dicky? (D. H., Hocomo, Mo.)

A. Milt was pictured in section four of the July Memory Lane feature.

Q. Does Slim Wilson's little boy play any instrument? (G. T., Green Forest, Ark.)

A. Yes. John Wesley is playing the Bass Fiddle.

Q. When can we see a picture of Dale Parker and Family in Family Portrait. (G. G., Sarcxie, Mo.)

A. We are still endeavoring to get pictures taken of all the Radio Families, and cannot promise any certain issue for the Parker Family, but can assure it will be in before long.

Q. Where is Ozie Waters? (L. B., Ft. Scott, Kans.)

A. The last we heard, Ozie was in New York City.

Q. What happened to the Johnnie Olsen show? (Mrs. W. C. S., Milo, Mo.)

A. The Johnnie Olsen Luncheon Club is no longer carried by the American Broadcasting Company, consequently is not heard on KWTO.

Q. Is Smiley Burnette off the air? (G. H., Conway, Mo.)

A. At the present time, the Smiley Burnette program is not carried by KWTO.

Q. Could we see a picture of the "Hillbilly Belles" in the Dial soon? (I. P., Pleasant Hill, Mo.)

A. A few of the "Belles" have already been featured in Memory Lane, such as the Faye Sisters, the Schaffer Sisters; and of course Aunt Martha of the Goodwill Family, who was also one of the "Hillbilly Belles," is pictured quite often through the pages of the Dial.

Q. Where is Jerry Hall, the man that used to work with Mr. Foster, back in St. Joseph, Mo.? (Mrs. D. H., Mt. Vernon, Mo.)

A. Jerry is now in Balboa Island, Calif.

Q. Does KWTO still carry the Robert Montgomery commentary? (M. M., Hartville, Mo.)

A. Not at the present time.

Q. Is the Jim Turner, of KWTO, the same that sings Bass with the Bob Thornton quartet? (E. McG., Gassville, Ark.)

A. No.

Q. Is Porter Wagoner married? What color are his hair and eyes? (A. P., Springfield, Mo.)

Yes, Porter is married and has a 17-old son, Richard. His eyes are blue and his hair brown. You can read

more about Porter under his picture in this issue.

HAPPY BIRTHDAY TO:

—OCTOBER—	
Zed Tennis.....	October 15
Edna Boyle.....	October 21
Sue Thompson.....	October 21
Jean Scherner.....	October 23
Lee Stone.....	October 30
—NOVEMBER—	
Dave Estes.....	November 1
John Mahaffey.....	November 6
Bettie Low.....	November 10
George Earle Wilson.....	November 18

HEARTBEATS

(Continued from page THIRTEEN)

They were the gentlemen of the European Courts, eight hundred years ago or so. And what corsets! Why, your grandmother's old whalebone model was nothing. Richard, King of the Normans, started to wearing a corset of strap iron that looked like an incinerator, and weighed from six to eight pounds and so the fashion went like mad. In some of the old portraits by the great artist VanDyke, the men of those days were the most tightly laced sissies that suffering humanity ever saw! They also wore "doublets." The doublets were so stuffed with horsehair and wool that many men couldn't sit down in ordinary chairs, so the House of Parliament installed leaning rails so the dressed up gentlemen who couldn't sit down, could stand up during court sessions.

And they wore velvet britches so tight they couldn't sit down. And diamond studded snuff boxes and silk stockings and diamond buckles on their shoes. And a ring on nearly every finger. And powdered hair and wigs. And lace hanging from their sleeves and swiping in the gravy! And they spent half of their incomes for loud smelling perfumes of rarest blend! And they kept one servant and paid him just to curl their hair—that is, their wigs. So now, you men, stay off us about our hats! You've got too much in your own dark past to dig up!

Well, we like you any way. We can't get along with you or without you. You come in mighty handy to pay the bills and make a good background.

Anyway—we women will be seein' you—the Lord willin' and the creek don't rise.
All my love. **MAY**



Family Portrait

This month Family Portrait presents Mr. and Mrs. James Edgar Treat and Family. Perhaps we'd best explain that Mrs. Treat is to thousands of radio listeners none other than Sally Briggs. She and Jimmy, both natives of Arkansas were married at Marshall, Ark., Dec. 23, 1939. Marshall is Jimmy's home town and Sally hails from neighboring Yellville. Isn't that a dandy family of children pictured with mother and dad? Above is Jimmy Roger, age 10. To the left, Jerrold Worth, age 4 and the young lady that so favors her mother is Judith Marie, age 6. They're mighty nice people.

MRS. GLEN PICKERING
BOIS D'ARC, MO.

8-52

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MORTON SALTS' "VISITIN' TIME" RETURNS TO KWTO



Starting its third season the Morton Salt Company's popular radio show, "Visitin' Time", started on KWTO Sat., Sept. 15th. Pictured above are the principals of the programs talented cast: L. to R.: "Dotty" Dillard, former Springfield girl and KWTO entertainer. Owen Bradley, whose popular orchestra is featured. Center: The Jordanaires, Cully Holt, Bob Hubbard, Monty and Bill Matthews. Lower left: Val Douglas, genial master of ceremonies. Lower right: Ott Devine who handles the programs announcing duties. The show is heard each Saturday evening, 8-8:30 p.m. Don't miss it.