



The KWTO DIAL

May, 1949

560
KC

KWTO

5000
Watts

THE DIAL

Vol. VIII

No. 10

\$1 per year

10c per copy

Paid circulation of the April issue as of April 22nd, 11,210 notarized.

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

If the numbers 5-49 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.



★ BABY OF THE MONTH

Next to her mommy, Ella Gene Coffeen, and her dad, Selby, 14-month-old Donna Jean considers a girl's best friend is her bottle. It was brought along to the picture-taking appointment to keep her pacified, and helped produce the best picture of all.



★ THE TIRED THOMPSONS HAVE TAKEN A MUCH NEEDED VACATION!

Shorty and Sue weren't fooling about wanting a rest, after months of transcribing shows for Ford-Dearborn as well as working their regular KWTO schedule for Biederman, Barton Dyanshine and others. Their last visit to Biederman's, before they left the second week of April on vacation, found

them catching a nap on the "for sale" furniture while waiting for a salesman. Shorty, who apparently has a network of high tension wires in place of a nervous system, works at a pace that would exhaust a young Clydesdale, vacations just as furiously. For details of their trip, see Inside Studio.

KORN'S-A-KRACKIN'

TO PLAY THE MOSQUE THROUGH MAY, JUNE

How would you like to combine attendance at a coast-to-coast broadcast with an evening of old and modern hillbilly music, polished off with two hours of grand, old-fashioned square and Paul Jones dancing? The price is small (75 cents for adults, 25 cents for children, tax included; just enough to cover part of the expenses). But the Tuesday evening will be large when KWTO's famous MBS variety show moves into the Shrine Mosque in Springfield on May 3.

"Every Tuesday from then on," according to Korn's-A-Krackin' production chief Lou Black, "we'll be in the Mosque, and if May and June are big months there for us, we may extend our stay into July."

The whole gang will be there—Chuck Bowers, Shorty and Sue Thompson, Slim Wilson, Aunt Martha, Goo-Goo, George Rhodes and Buster Fellows, Doc Martin, Bob White, Luke McNeley, Penny Nichols, the Matthews Quartet, Bill Ring, announcer Lou Martin, Junior Haworth, Zed Tennis.—with the usual K-A-K acts. There'll be a 15-minute warm-up show beginning at 8:45, the coast-to-coast network broadcast from 9 to 9:30, and, allowing 15 minutes to clear the chairs, dancing from 9:45 to 11:45.

So save up your seventy-five cents for the big Tuesday nights at the Mosque that start in May, and remember: Last time "Korn" played the Mosque, C. C. Williford sang, so anything can happen!

SPRING AT THE WILSONS

We're still trying to anchor Slim, Ada and John Wesley Wilson long enough to get a family picture, but they're as elusive as a young colt. It's easy to understand why they're so busy. Their oats are in, the grass seed is sowed, there are nine new calves and more to come, Ada's vegetable garden is planted, and the Easter bunny brought her 450 chicks. "I'm sorry to say," she laughed, "that I wasn't properly grateful."

Slim is looking forward to attending the Annual Guernsey Sale at Columbia May 2nd, the sixth year he has gone to it. He particularly enjoys the banquet at the Daniel Boone Hotel, and a get-together with other owners of registered Guernseys.

AWARD RECEIVED

KWTO OUT-SELLS OTHER STATIONS

A silver plaque recently awarded "your radio neighbor," KWTO, tells this story: When you give listeners outstanding talent, playing the kind of shows they like to hear, you not only please your audience but can do a bang-up job for your advertisers.

The plaque gives KWTO top honors for selling coverage—pulling more than \$20,000 in orders for nursery stock. Nelson-Chesman Advertising Agency of Chattanooga made the award on behalf of the famous Tennessee Nursery Co.

Agency officials told KWTO President Ralph Foster and Assistant General Manager Leslie Kennon that this station not only sold the most orders of any of the 22 stations throughout the U. S. used this season by Tennessee Nursery Co., but that we won the honor over many of the country's best-known 50,000 watt stations. KWTO is a 5,000 watt station.

In addition, KWTO sold more orders in proportion to advertising cost than any other broadcasting company used in the campaign.

Bill Bailey was announcer for the Tennessee program, which starred Shorty Thompson and his Saddle Rockin' Rhythm crew—Sue Thompson, Zed Tennis and Bob White. Orders for the nursery stock were received by KWTO from many midwestern states beyond its regular Missouri-Kansas-Arkansas-Oklahoma signal area.

★ COVER STORY

Here's another contest, offering a free Dial subscription to the **subscriber** who identifies our cover character, and then writes the best "story" about our cover in **25 words or less**. Send entries to **Editor of The Dial, care of KWTO**.

These were winners in the March Cover Contest, featuring "old" Bill Bailey and a tax blank for background:

Mrs. E. G. Ayres of Lamar, who wrote: "I've read it and I've figured and, dad-burn it! I can't see a single line that sez that there's a penny left for me!"

Mrs. Willard Buck of Hartville, who advised: "Forget it. At the rate you're aging, you'll be eligible to draw a pension in a couple of years anyway!"

WHO ARE THEY?

... NAME THE STARS

You almost have to know KWTO as well as your own back yard to guess the identities of these personalities. However, you'd be surprised how many listeners write us each month and say that, though a combination of elimination and hunches, they've figured them out. Identities of last month's quiz subjects are at the bottom of this column.

1. This one is really a KWTO veteran, and although you don't hear him on the air oftener than once a week, he is guiding genius and mainspring of one of our most important departments, and has been since the early 30's. His last name may occur to you after this clue: He was middle-named for St. Matthew.

2. By contrast, we present a comparative newcomer to the KWTO staff, a young man with a contagious smile and a pleasing voice whose first and middle names are Louis Ray. Who is he?

Answers to last month's teasers: R. D. Foster was No. 1 man in the April "Who Are They?" column, and it's his middle name, "Donald," that has remained such a mystery until now. The other personality, whose last name is "Baty," is Aunt Martha, and you'll find further evidence of it in the picture on page 10.

★ MATT MOVES TO BUTLER

Faust "Matt" Matthews, former quartet member who continues to serve us with his Sunday Guidepost for Living program at 11 a. m. and with his Dial "Meditations," has been transferred from the First Christian Church at Ash Grove to the one of the same name at Butler, Mo. Matt expressed reluctance to leave Ash Grove, where he and Becky and the children have found so many kind and helpful friends.

"But we've found just as warm a reception in Butler," he told former KWTO associates. "It's a community of 4000, the church has about 450 members, and we've a fine, modern brick building, two-story, full basement, lovely stained-glass windows and a good organ, a splendid robed choir, a pleasant parsonage."

When the Matthews arrived in Butler they were met by four men and five ladies, all parishioners, who helped them move in and unpack their belongings. "That," said Matt, "is what I call a wonderful welcome."

DEAR EDITOR:

QUESTION COLUMN

(Editor's Note: As further reminder that **The Dial** is your magazine, and that we try to tailor it to your tastes and desires, we are starting this question-and-answer column at the request of many of our readers. It's up to you to keep it filled.)

Q. How about turning the spotlight on Bob Money, Culley Holt or Bob Hubbard? (Mrs. H. R. S., Cabool.)

A. There are several such requests that have priority over yours, but we'll do so by fall, at the latest.

Q. We would like to know what church some of your people belong to. (C. F. N. family, Viola, Ark.)

A. KWTO has about the same cross-section of church affiliations that you'd find in any other organization—Baptist (Slim Wilson), Christian (the Matthews boys, all ministers, and Chuck Bowers), Assembly of God (Al and Lee Stone), Presbyterian (the Gamble twins), Methodist (Lou Martin), Catholic (Joe Slattery), etc.

Q. Wouldn't a question and answer column be nice for our magazine? (M. V. B., Niangua; Mrs. O. W., Springfield.)

A. How did that question get in here?

Q. How about a "Song of the Month" in *The Dial*? (M. R. C., Mount Vernon; Mrs. E. J. McD., Squires, Mo.)

A. Except for some old ballads (such as the one in May McCord's column this month), most songs are copyrighted, and it is a violation of copyright laws to reprint them without clearance and/or paying a fee. Sorry.

Q. Can't you blast that Memphis station off the air? (Mrs. V. V. S., Batesville, Ark.)

A. Here's what happened: The Federal Communications Commission granted that station more power to reach more listeners. Radio, is after all, a competitive business as well as a public service, and one area of competition is where our territory ends and that of another station begins. We here at KWTO feel that one of the fine things about our country is that there's room for every enterprise that serves the public, even when we're terribly sorry to have loyal KWTO listeners disappointed.

Q. I would like to see pictures of some of the Judy and Jane program people in *The Dial*. (Mrs. M. S., Everton, Ark.)

A. Because this is a transcribed program carried on many stations, it will take awhile to fill your request.

CONTEST WINNER

NORWOOD GIRL IS TOMORROW'S STAR

Joanne Van Noy, attractive 16-year-old pianist of Norwood, Mo., was grand prize winner in the 13-week Stars of Tomorrow competition, which ended with a broadcast by finalists on April 10th. It was a week later, however, that George Earle announced her victory, with 2823 votes out of 11,640 mailed in after the final contest.

"And that," George said, "is a blizzard of mail. It took three of us several days to count the votes."

Joanne is the daughter of Mr. and Mrs. Fay Van Noy and lives on a dairy and pure-bred Hereford farm near Norwood, where she goes to school. "Entering the contest was entirely her own idea," her mother told *The Dial* by long distance last week. "We'd gone to Springfield to shop and she decided to try out for it. Her schoolmates not only encouraged her all the way through, but are certainly sharing in her triumph." She has an older sister, Sara Lou, who is a junior at SMS, a younger sister, Lois, at home, and spends as much time as possible out-of-doors except when practicing piano. "She helps her father with the chores, and can run the milking machine as well as anybody."

MEDITATIONS

... MATT MATTHEWS

I am indebted to Marshall B. Hodge for these beautiful thoughts:

My Cup Runneth Over

How often we remember the little insignificant events of our childhood. Among other things, I remember the trips to the grocery store. Occasionally my mother would send me with the vinegar jug to have it refilled. At the store I would hand the clerk the empty jug and he would carry it over to the corner. There he would fill it from a barrel whose supply seemed inexhaustible. When he handed it back, it would be full to the brim with the colorful liquid.

That childhood experience reminds me of the Christian experience. Just as that jug was handed over to the clerk, we must hand our lives over to Christ.

There will be a picture of Joanne, who won \$100 in merchandise prizes from People's Outfitting Co., in the June Dial. She received almost twice as many votes as her closest competitors, the Aurora High School Boys' Quartet consisting of Jimmy Jones, Warner Wilson, Billy Little and Bobby Fly, with Bonnie Gay Rowe as accompanist.

THE HARMONY WAS TERRIBLE!

It's a gay, if unmusical, morning when C. C. Keller shows up early for his Farm Hour talk, when announcer Lou Martin has a moment to spare, and when the big studio is free. Of course, if you couldn't see Keller's hands on the organ keys, you'd suspect that these caroling characters were lined up for tonsil inspection, or demonstrating the latest Agricultural Extension Service-approved method of calling hogs. The amateur harmonizers have attracted a good deal of attention around KWTO—practically none of it from Talent Chief Lou Black. "Interesting," he murmurs politely, "but not the act we're looking for."



INSIDE AT THE STUDIO . . .

BY THE EDITOR
OF THE DIAL

It's pretty difficult to get ahead of City Sales Manager **Ray Keltner** and Program Director **Bill Ring**, even with a jet-propelled pogo stick. An elderly KWTO visitor accomplished it a few weeks ago, however, and left them rocking on their heels . . . "Things is in a terrible mess, ain't they?" ventured the visitor, wandering into Bill's office where Keltner was shooting the morning breeze. "Pretty bad, I guess," murmured Bill. "Sure are," said Ray agreeably . . . "Yessir," continued the stranger. "Tell me things is in such a terrible mess, ya can't even get through to Washington!" Bill looked surprised: "Is that a fact?" Keltner looked even more concerned. "What's the matter," he asked. "Lines down?" . . . The stranger shook his head: "Nope," he said. "What is it?" Keltner queried. The stranger's eyes sparkled: "He's been dead too long!" . . . **George Rhodes** and **Slim Wilson**, who were standing by, swear by their beards that it took Bill and Ray a full five minutes to catch on, and that the wise old man could be heard chuckling to himself all the way downstairs.

April vacationers were **Sue** and **Shorty Thompson**, who left **Wayne** and **Gary** with Shorty's mother, climbed into the canary-colored convertible for a whirlwind tour—New Orleans, Knoxville, Nashville. In Knoxville they visited **Roy Acuff** and **Freddie Rose**, who now have a music publishing business, then traveled on to Nashville for a reunion with friends appearing on Grand Ole Opry . . . The **Matthews Quartet** boys scattered like buckshot—**Bob Hubbard** to Monett to rest, then to visit a brother in Fort Worth, Tex. . . . **Monty** and **Betty** to spend a weekend in Kansas City, another in Nashville (Grand Ole Opry, again) . . . **Waneta** and **Bill** to deposit their son, **Ricky**, with her parents, Mr. and Mrs. **Webb Davis** of Princeton, Mo., then to join cousins for an eastern junket through West Virginia to Washington, D. C., and New York.

Guests of **Aunt Martha** and **Everett Baty** have been his mother, Mrs. **Perry Baty** of Kansas City, and sisters from Kansas City and Waterloo, Iowa . . . **Junior Haworth** has found a buyer for the trailer he and **Wanna Fay** left half-buried in Iowa snow when they returned to Springfield, and has taken an apartment. They hope to build this summer . . . Added to the "woiking goil" list: **Pat Black**, who's doing secretarial

work for Ozark Furniture Manufacturing Co. . . . Thank **Al Stone** for these words of wisdom, offered when **George Earle** and **Doc Martin** were discussing city versus country living: "The worst place in the world to live is just beyond your income."

Alice Rhodes has a classic come-back for **George** when he complains, on movie-going night, that it always takes a woman much longer to get dressed to go somewhere than it does a man. "A woman," she replies, "has to slow down for the curves" . . . Mothers-to-be are **Violet Morton**, Dial Circulation Manager, **Penny Nichols** and Mrs. "**Matt**" **Matthews**, the latter expecting twins . . . Newsman **Paul Glynn** takes his six-year-old, **Paul Boyd**, on his police station, firehouse, highway patrol rounds, but **Noai Mae**, his wife, has decided to put a stop to it. "The neighbors are beginning to think I'm a careless mother with a delinquent child," she complains. "At least once a week the baby comes riding home in a squad car, because everytime he sees a policeman he's sure it's one he knows."

PARKER SCORES AGAIN

Composer **Dale Parker** is beaming over still another success in the music-writing field. **Eddie Arnold** recorded a song of his, "My Mother's Sweet Voice," for a Victor album of Mother's Day songs. It rose to seventh place in national album sales only two weeks after the release date, and is still climbing.

★ APRIL CROSSWORD PUZZLE

1	S	2	L	3	I	4	M	5	W	6	I	7	L	8	S	9	O	10	N						
11	S	12	H	13	Y	14	A	15	D	16	A	17	E	18	A	19	R	20	A						
21	K	22	O	23	R	24	N	25	S	26	A	27	K	28	R	29	A	30	C	31	K	32	I	33	N
35	E	36	R	37	I	38	S	39	N	40	E	41	A	42	K	43	S	44	T	45	Y				
47	E	48	T	49	C	50	H	51	N	52	S	53	O												
55	T	56	Y	57	A	58	B	59	W	60	C	61	I	62	R	63	N								
65	B	66	O	67	L	68	O	69	H	70	O														
73	O	74	M	75	A	76	R	77	O	78	M														
81	W	82	C	83	T	84	S	85	S	86	U	87	L	88	L	89	Y	90	K						
93	E	94	K	95	H	96	A	97	N	98	C	99	A	100	S	101	A	102	W						
105	R	106	A	107	I	108	O	109	N	110	K	111	R	112	A	T									
115	S	116	P	117	R	118	I	119	N	120	G	121	F	122	I	123	E	124	L	125	D	126	M	127	O





COME RIGHT IN AUNT MARTHA'S PROUD OF RANCH-TYPE HOME

You might not realize it from the cool, green-and-white exterior of their home at 1510 E. Elm St., but the Batys love color, and have used it extensively throughout the interior of the house they bought a year ago, with every room interestingly different.

Everett has superintended the planting—pfitzer junipers, two maples, a white magnolia, red crepe myrtle, blue spruce, a porch box with geraniums, hyacinths and tulips just off the breezeway porch to the left in the picture. And he chose the green-striped permanent awnings to match roof and shutters. But Aunt Martha was the guiding spirit in interior decoration.

The two windows at far right look out from the large living room carpeted in rose-beige, papered in a wide- two-tone rose stripe, with hand-blocked chintz draperies and matching cornice boards in a large green-rose-beige floral pattern. Green, gold and wine are upholstery colors in the room, lamps are rose and white, there are rose and gold vases on the white colonial mantle. English print reproductions in old-fashioned walnut frames hang above the green davenport. The dining alcove at one end of the room is furnished in walnut with green chair covers, a wine rug and chartreuse draperies, green-fringed.

Both bedrooms, at the back of the house, overlook a rose garden, and are appropriately hung with rose-strewn paper—saucer-sized red roses in the guest room with its walnut four-poster and ruffled white curtains; more delicate roses in the master

bedroom, furnished in blond Hollywood modern. This room has three windows hung with white silk. Aqua taffeta drapes, quilted bedspread and boudoir chair have rose-colored piping, throw-rugs are rose, night stand lamps blue with blue shades.

Most unusual paper in the house has been used in the bath, its walls a plaid with fuchsia and hyacinth blue predominating, accented with leaf green and yellow on white. Drapes and skirt on the built-in vanity are a matching fuchsia. Almost as colorful is the paper in the large kitchen with a built-in breakfast nook at one end. (The kitchen window is the small one you see at the center of the house.) It has a calico-patterned paper in red, blue, white and yellow, and the breakfast booth and table are finished in matching blue and beige. The modern electrical equipment, built-ins and double sink make fast work of turning out the peach cobbler and chicken and dumplings that make up Everett's favorite meal.

Between garage and kitchen is the study, an airy room with doors and windows, opening to the breezeway at the front and a concrete patio overlooking the back garden. Here much of the Batys' work-and-radio-ing time is spent. Draperies are beige, slip-covers red and gray, and there are two comfortable rocking chairs. Now that the interior is complete, even to doorbell chimes that strike musically eight times, they have summer plans for improvement of the wide (175 feet) lot. They will build a barbecue pit and a ranch-type fence.

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings!

Bless your hearts, here I am again! Bad pennies will bob up, you know. By the time you read this, spring will have "busted out all over!" This is the lovely month of May—the month for which I was named. My name is not "MAE," and I don't like it thataway. But what's in a name, anyway!

I wonder how your new gardens are coming along? Aunt Tabithy used to say, "Law me! to raise garden truck you've got to outdo the weeds, out-smart the bugs, and get up before the sun. The bugs and worms hain't on no forty hour week and they never take a vacation. It's jist like when you cut firewood: It warms you twice—Once when you cut it an' once when you burn it!"

Aunt Tabithy used to have the best luck gettin' her man to work in the garden of anyone I ever saw. And she always said, "I figger a man 'll do more if you kinder josh him and coax him along into it, than if you start a-jawin' him or go around with your lip a-stickin' out!"

Well, I got an avalanche of mail last month from some mighty sweet and interesting listeners, and I feel proud of myself. Like the little boy who came home from church grinning all over his face. He said, "Well, I guess I'm getting pretty important around here. The preacher even mentioned me in his prayer this morning." "How?" they asked him. And the eight year old replied, "Well, he said 'God, we thank thee for food and Raymond!'"

It's wonderful to have friends. Max Erhman, one of our very great writers, wrote this: "In God's name, love some one! This is the bread of the inner life, without which some part of you will starve and die. And though you feel you must be stern, even hard in your life of affairs, make for yourself at least a little corner somewhere in this great world where you can unbosom and be kind."

**"A friend is but the missing part
That fits into each human heart;
Without it life is incomplete,
But when we find it—life is sweet."**

My dear friend Mrs. Murch Lightfoot, who reads almost everything in print and goes to the very depths of things, called and said to me the other day, "May, I want an almanac. Just a plain old-fashioned almanac with the 'signs' in it. Where on earth can one find an almanac?"

And believe me, I didn't know where to tell her to look. It is next to impossible nowadays to get an almanac. But do you older ones remember the almanacs of your childhood? What would we have done without them? Many times it was all the reading the obscure and isolated families had, from one year's end to the other. The almanac had stories, recipes, the weather and the "signs," when to plant and when to reap . . . when to butcher your hogs and when to make your soap by the moon. It had jokes and riddles and facts of history. It had a dream book section and all your fortunes. It had sample love letters a fellow could copy and write his gal a letter right up-to-the-minute. It had religion and morals and axioms and advance. Benjamin Franklin was quoted "from kiver to kiver." It had old-fashioned household remedies and all the granny superstitions. I shall always remember reading a page of them, when a child, and it said you could cure a bad cold by kissing a mule! I don't suppose many women kissed a mule (but a lot of them kissed a man who was stubborn as a mule!).

That's a good alibi, anyway . . . Some people can always find alibis. I am that sort; I can fix up an alibi on short notice. I made some soup the other day and they said "May, you got too much salt in your soup." And I said "O, no I didn't—there's just not enough soup for the salt!" Like the old woman when the preacher came to dinner. She was apologizing for her biscuits. She said, "Well, my biscuits hain't any good this morning. They squat before the riz' and then browned in the squattin'." I've had biscuits to do that way many a time, and that describes them exactly.

Every once in a while some person writes to me anonymously, and I haven't the faintest idea who it is. This person starts some sort of argument . . . wants me to say over the air what I think about women bobbing their hair! Well, it's too late to talk about a subject like that, because there has already been enough feminine hair cut off in America to stuff all the mattresses for a standing army of a half million! (Maybe more or less.) Sometimes I think I'd love to see all the women with lovely long braids again, and a graceful pile of luxurious hair swept up over their foreheads, feminine and enchanting. But, on the other hand, I'd hate

(Continued on page EIGHTEEN)



REUEL HAYMES' FLASHES IN THE KWTO PANORAMA



1. In last month's Dial you met Mrs. Monty Matthews, the former Betty Ray of Purdy. Here she is in less formal pose, sharing her first slice of their wedding cake with Monty following the March ceremony in the home of her parents, Mr. and Mrs. Gobel Ray. Betty and Monty are making their home in Springfield now that her teaching chores at Washburn, Mo., are over for the winter. They spent a part of their spring vacation with her parents.

2. It took Goo-Goo a long time to understand, despite Bill Ring's patient explanations, just what he was supposed to do with all those Red Star Flour coupons. They're redeemable for such valuable merchandise as Betty Crocker irons, Cannon towels, and flint knives, but Goo-Goo's face fell when he found out they wouldn't get him a little red wagon. Bill and Goog, stars of the 3:45 Red Star Cornfield Follies program, passed out 2000 copies of this picture on Red Star day, April 23, at Springfield super-markets. Their co-stars on the Cornfield caper are Doc Martin, Chuck Bowers and Buster Fellows, but Goog is the only member of the team who has a Red Star "play suit," which he models so becomingly in the picture.

3. The Batys, Everett and Aunt Martha, put the finishing touches on "the sign that tells who lives there," and unwittingly advertise Butternut Coffee at the same time. There's a picture and story of their home elsewhere in this issue.

4. By request—a pleasant portrait of Bill Hickman, Drury College piano teacher and pianist on the 8:15 a. m. Taystee program. Bill ranked second in his Drury graduating class last year, and is now busy coaching his own pupils toward honors of their own.

HERE'S LOOKIN' AT YOU . . . BY NEWS CHIEF FLOYD SULLIVAN

A lady at Ozark, Mo., down in Christian County, inquires by letter whether I write under inspiration and if so, what inspires me? . . . Answer:—Definitely, yes. I feel the urge of inspiration thrice daily—at breakfast, luncheon and dinner. The real impetus to start flogging the dickens out of the typewriter comes, however, from fear—fear of missing any one of those three meals.

For the further information of the lady at Ozark, if she is at all concerned in my literary tastes, my two favorite writers are Ralph D. Foster and C. Arthur Johnson, executives of Station KWTO, who have been signing my paychecks for the past sixteen years. (P. S.: I also happen to have more love-of-news than corpuscles in my circulatory system.)

There is a possibility that the working news-writing men and women may find a common forum of professional fellowship in a Springfield Press Club. I base this statement solely on the fact that I have had the pleasure of meeting Mr. C. W. Johnson, new Managing Editor of the Springfield Newspapers, Incorporated.

In fact, it was Mr. Johnson's idea that a Press Club be organized. In the past I have made similar suggestions, only to have my ears knocked down in my collar by some newspapermen, who chose to regard radio news writers as journalistic lepers with whom all contact should be avoided. So I waited for Mr. Johnson to do the leading, which he did in honest, straight-forward and professional fashion. Immediately I realized that I had been wrong. The journalistic tradition of "the gentlemen of the press" was not dead. It had only been ignored in Springfield for some 22 or 24 years and, of course, I've been here longer than that and just didn't know any better. However, I'm not too old to learn or look—and it was a pleasure to meet Mr. Johnson.

Incidentally, it is my personal opinion that if Mr. Johnson is permitted to use his natural journalistic vision, without being hampered by colored glasses, the view from the corner of Booneville Avenue and Chestnut Street will be extensively broadened

to the ultimate advantage of Springfield and the Ozarks Region.

Ralph Foster, Manger of KWTO and expert bait-caster, holds his nose when he passes a cane pole or trot line fisherman. Nevertheless, Orville Price and I are planning to sneak out to his newly acquired country place and haul in some catfish the old-fashioned way.

FROM THE FILES

. . . A DIAL REVIEW

7 Years Ago This Month

Bob White returns to KWTO . . . Spotlight devoted to George Earle . . . Bert Brassington joins Dance Orchestra (now in Kansas City) . . . Don McNeill's Breakfast Clubbers make a personal appearance here.

6 Years Ago This Month

Bill Mason and Lennie Aleshire join staff (Bill here in Springfield, Lennie in Arlington, Va.) . . . Sixty-eight acts respond to KWTO's search for talent . . . Dizzy Dean visits KWTO.

5 Years Ago This Month

George Rhodes in the spotlight . . . George Earle and Movie Star Lynn Bari pictured on front page.

4 Years Ago This Month

Russ Davis visits station (now a television sports announcer in Chicago) . . . Luke McNeley in the spotlight . . . Korn's-A-Krackin' booked for May 12 in Joplin Memorial Hall.

3 Years Ago This Month

Bill McCord is new program director (now at WLW Cincinnati) . . . Bill Ring made new emcee of "Korn's-A-Krackin'" . . . Boys' Club gets cash for finding Percy the Parrot.

2 Years Ago This Month

Dial snapshot section pictures Corrine Stumpf (now with Renfro Valley gang touring in Florida) . . . a picture of Bob White, Zed Tennis, Chet Atkins and Slim Wilson (Chet now in Knoxville).

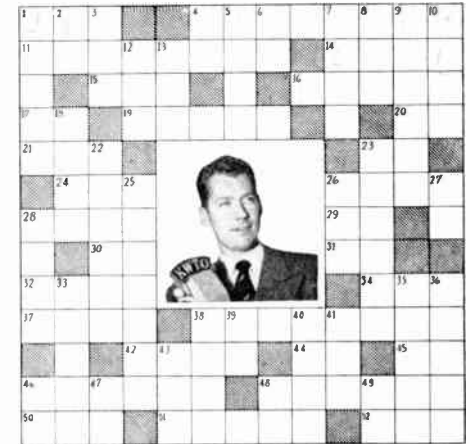
1 Year Ago This Month

Baby of the month is Victoria Bauer, daughter of Chief Engineer Fritz Bauer . . . Chuck Bowers in the spotlight . . . Luke McNeley rejoins staff.

CROSSWORD PUZZLE

ACROSS

1. and 4. Pictured KWTO announcer and newscaster.
11. Pictured star's home state.
14. Sound of laughter.
15. Age.
16. Girl's name.
17. Slang for Newspaper Chief.
19. Last name of KWTO hymn singer.
20. Preposition (Spanish).
21. The man that has the almanac on Breakfast Club.
23. Electrical engineer (ab.).
24. First name of Maestro Gluskin.
26. Girl.
28. Head (French).
29. Comparative suffix.
30. Note in Guido's scale.
31. Missouri's largest city (ab.).
32. Principal performer on a program.
34. Measures of type.
37. Building for storing feed.
38. KWTO singing star (last name).
42. Latin abbreviation for "from the same place."
44. American Association (ab.)
45. Negative.
46. Colored.
48. Deer horn.
50. Bustle.
51. Moderator of America's Town Meeting.
52. Expression of assent.



38. Sponsor of Pleasure Parade.
39. Musician Hank D'Amico (initials).
40. Quite a few.
41. Light tap.
43. Area for flowers.
46. Symbol for Tantalum.
47. Gromyko's favorite word.
48. Article.
49. California city (ab.).

★ MARCH CROSSWORD PUZZLE



DOWN

1. First name of two KWTO announcers.
2. Either.
3. Piece out.
4. Social Security (ab.).
5. Past participle of verb meaning "to rest."
6. While.
7. Adjective.
8. You hear through this.
9. Last name of bass singer with Goodwill Family.
10. Eastern University.
12. Latin for "art."
13. National (ab.).
18. First name of banjo player.
22. K-A-K's network.
23. ——— program is Man-On-The-Street (possessive).
25. Pictured star accompanied Dearborn Roundup Gang to this city.
26. First name of KWTO assistant manager.
27. Yes (Spanish).
28. Pitch.
33. Meek.
35. Accompanist for KWTO quartet.
36. To breathe noisily during sleep.

★ OZARKOLOGY

Slim Wilson has been complaining more and more, lately, that he's always being told one of his own stories. Dale Parker (our worst or best punster, depending on your point of view) says it's as unusual as man-bites-dog. "But in this instance," he explains, "it's a case of the tale dogging the wag."

SPORTS SPOTLIGHT

... BY LEE GEORGE

The Major League baseball campaign is under way, so I'll try to make selections of the winners. Choices are made assuming that nothing untoward will happen to any of the contending teams before the end of the season, such as being thrown out of what they were accustomed to call their home ball parks, or something equally drastic.

* * *

I'm picking the Boston Red Sox in the American League because they have added batting power and strengthened their pitching, and because I don't believe the Cleveland Indians will get the outstanding performance from some of their players in 1949 that they got in 1948. Running down the list: Cleveland should be second; I like Philadelphia for third, the Yankees for fourth, Detroit fifth, St. Louis Browns sixth, Washington in the seventh spot and the Chicago White Sox in the cellar berth.

* * *

In the National League, Boston Braves should be picked to repeat, but hints of internal strife cause me to jump out on a limb and pick Pittsburgh. Big reason is manager Bill Meyer, and some deals he made last winter. Brooklyn in second, Boston third, New York fourth, Philadelphia fifth, St. Louis in the sixth spot, Chicago seventh and Cincinnati eighth. The selection of the St. Louis Cardinals to finish sixth is probably surprising, but the Cardinals are not as young as they once were—there are definite question marks at third, short and first base. Their catching is the weakest in the majors and get this: Eddie Dyer has done nothing about strengthening the Cardinals at ANY of those weak spots.

* * *

I predict that Stan Musial will again lead the National League in hitting, but will be hard pushed by Alvin Dark of Boston and Richie Ashburn of Philadelphia. In the American League, Ted Williams should lead the hitting parade. If you like dark horse prospects, how about the Philadelphia Phils in the National League? But actually, I believe picking of Pittsburgh is going out on a limb far enough. Don't be surprised if Old Connie Mack's Philadelphia A's aren't redhot pennant contenders in the American League. Oh yeah! I don't believe Bobbie Feller will win even fifteen games this season.

FOR HOMEKEEPERS

... BY EDITH HANSEN

It always pleases me to be able to offer, on my program, premiums that simplify the work of home-making (and don't we know that it is work!). Two such are being offered now: a 5-inch, short-bladed chrome vanadium butcher knife, really a "cutter," with a Glosstex Plastic Starch label and 35-cents; a really handy, budget-kind booklet, "250 Ways to Prepare Meat," with a Perflex Super Cleaner box top and 10 cents in coin.

Stuffed Beef Heart

Wash the heart, remove the hard parts, and season with salt and pepper. Fill with onion stuffing, made with 4 cups of white and cornbread cubes, $\frac{1}{4}$ cup melted fat, 1 teaspoon salt, $\frac{1}{4}$ teaspoon pepper, celery salt to taste, two tablespoons minced onion and a pinch of sage. Brown in two tablespoons of hot fat, add $\frac{1}{2}$ cup of water, cover and simmer until tender. It makes a really economical and filling main dish.

Apple Sausage Roll

Roll out a pound of sausage on waxed paper in a rectangle $\frac{1}{2}$ inch thick. Combine 2 cups diced apples, 2 cups bread crumbs and 1 small onion (diced) and spread over meat. Roll like a jelly roll, place in baking dish, and bake in moderate oven (350 degrees F.) for about 45 minutes.



MRS. "KITCHEN TALKS"

This popular radio personality, heard at 2:15 p. m. Mon. through Fri. over KWTO and sponsored by Perflex, is just the sort of middle-western housewife and mother that listeners like to take advice from.

SCHEDULE FOR MAY

WHAT'S GOING
ON AT KWTO?



WEEKDAYS AND SATURDAY

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

2:15 p. m.—Kitchen Talks
 2:15 p. m.—Horse Races (S)—ABC
 2:30 p. m.—House Party—ABC
 2:30 p. m.—Sweet & Hot Club (S)—(ABC)
 3:00 p. m.—Linda's First Love
 3:15 p. m.—Hayloft Frolic
 3:30 p. m.—2 Billion Strong (S)—ABC
 3:45 p. m.—Cornfield Follies
 4:00 p. m.—Creamo News
 4:15 p. m.—Markets
 4:25 p. m.—Animal World Court
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:45 p. m.—Goodwill Family
 4:45 p. m.—Ozark Newsettes (S)
 5:00 p. m.—Sammy Kaye (M-W-F)
 5:00 p. m.—Chuck's Shut-In Club (T-Th)
 5:15 p. m.—Ozark Newsettes
 5:15 p. m.—Christian Science pgm. (S)
 5:30 p. m.—Jack Armstrong and Sky King
 5:30 p. m.—Here's To Veterans (S)
 5:45 p. m.—Eddie Duchin (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Counterspy—ABC (T-Th)
 6:30 p. m.—Relaxin' Time (S)—ABC

SUNDAY PROGRAMS

6:30 a. m.—Goodwill Family
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Goodwill Family
 8:00 a. m.—Newscast
 8:15 a. m.—Sermons in Song
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 9:30 a. m.—The Southernaires—ABC
 10:00 a. m.—Fine Arts Quartet—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—Guidepost for Living
 11:15 a. m.—First Baptist Church
 12:00 noon—It Can Happen To You
 12:15 p. m.—Senator Kem
 12:30 p. m.—Sermons in Song
 1:00 p. m.—Yellow Bonnet Newscast
 1:15 p. m.—Drury Quarter Hour
 1:30 p. m.—Mr. President—ABC
 2:00 p. m.—Harrison Wood—ABC
 2:15 p. m.—Chapel in the Sky
 2:30 p. m.—Treasury Band
 3:00 p. m.—Ted Malone—ABC
 3:15 p. m.—Armed Forces Radio
 3:30 p. m.—The Listening Glass
 4:00 p. m.—Music For Today—ABC
 4:30 p. m.—Quiet, Please—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Greatest Story—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Curt Massey Show—ABC

7:30 p. m.—Sunday With You—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Theater Guild—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—Revival Hour
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

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

TUESDAY NIGHT

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

WEDNESDAY NIGHT

7:00 p. m.—Original Amateur Hour—ABC
 8:00 p. m.—It's Time for Music—ABC
 8:30 p. m.—Groucho Marx—ABC
 9:00 p. m.—Bing Crosby—ABC
 9:30 p. m.—Milton Berle—ABC

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

THURSDAY NIGHT

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

FRIDAY NIGHT

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

SATURDAY NIGHT

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

YOUR STARLORE

BY OPAL PORTER

KWTO fairly teems with Taurians—those with birthdays April 21 to May 21—including Ralph D. Foster, president and general manager, and the Dial Editor, not to mention Al Stone and Junior Haworth. There is so much to be said for Taurus people, it would be a pleasure to let myself go and actually write reams!

The lovely Venus is their ruling star, which accounts for their ease of social contact, and the graciousness and charm inherent in every one of them. Taurus women are exceptionally easy on the eyes; fine homemakers, and many of them brilliant, as well. Its men are doers, not dreamers. They play as wholeheartedly as they work, and vice versa. Ever see a Taurian on a ballroom floor? Better—much better—if you danced with them! It's a little bit of heaven, plus. How they do love to dance!

Taurus rules wealth, making this one of the most powerful of the signs. Its na-

tives are promised and usually attain security, are persistent and determined. They hold on with bulldog tenacity until everything is "in the bag." Example: President Truman's election last fall. Truman is a typical Taurian. (May 8).

Taurus is playing in double luck this year, with two grand trines operating in the air and earth signs (there are three of each; earth, air, fire and water). These affect personal affairs, love and self-improvement through travel and for education, and personal earnings, work, and careers.

May Lady Luck be with you Taurians constantly!

HAPPY BIRTHDAY TO:

Al Stone.....	May 2
Bob Money.....	May 4
Ruth Sherwood.....	May 7
Jim Lowe.....	May 7
Chuck Bowers.....	May 16
Junior Haworth.....	May 16



Numerous requests from Dial readers prompt us to present one of the really big names in the world of action games, Sports Director for ABC. You hear him during the football season, and every Friday evening on the

Champion Spark Plugs Roll Call at 8:45. Wismer has received all of the important awards for excellence in his specialty, including six consecutive selections by "Sporting News" as "outstanding commentator."

SPONSORS' CORNER

PROGRAM NEWS

Leave it to Shorty Thompson to charm the shoe polish off a pair of western boots . . . Makers of Barton's Dyanshine were so pleased with his transcribed Saddle Rockin' Rhythm show, which they sponsored on KWTO for 13 weeks, that now they've bought the show "live" from 9:15 to 9:25 a. m. Mon., Wed. and Fri.

The big news for modern music lovers (Jim Lowe included) is that Chrysler is starting a new program at 5 p. m. Mon., Wed. and Fri. starring Sammy Kaye and his orchestra. Listen for it beginning May 16.

Carbola Chemical Co., maker of white Carbola paint-disinfectant with DDT added, is back with us again this year starting May 21. Carbola will present the Goodwill Family in a 15-minute program every Sat. morning at 6:30.

Also with us once more: West Side Lum-

ber Co., again sponsoring the 10 p. m. news-cast Tues., Thurs. and Sat.

The Ozark Empire Retail Grocers' Association has made what we at KWTO believe to be a very wise time-buy for the message it has to deliver—the Matthews' Quartet every Mon. through Fri. at 10 a. m. The popularity of this team seems to grow by the week.

New spot announcement buyers include Mrs. Tucker's Shortening, a product new to this area and distributed by Springfield Grocer Co. (10 spots a week) . . . Heinz Baby Food (eight spots a week) . . . Old Judge Coffee (12 spots a week) . . . Foot-Lax (six spots a week) . . . Ponder Plant Co. (mail order vegetable plants, six spots a week) . . . Midwest Grain Co. (six spots a week).

Listen for the annual Stanley Home Products Co. presentation of a magnificent 1000-voice choir over KWTO Sunday, May 15, at 2:30 p. m.

PORTSIDE PATTERN

GEORGE EARLE OFFERS
TRIBUTE TO "MOTHER"

Avice Denby Hamma, a native Missourian living in California, has sent in such a fine Mother's Day contribution that I want to share it with all of you:

LETTER TO MOTHER

I love you mother. Yours was the first face I can remember seeing. It was twilight. The logs in the fireplace had fallen apart, and their flame was casting queer, dancing shadows. You were seated in a low rocking chair, holding me in your arms. I remember the funny, friendly way the chair creaked as you rocked me to sleep.

My world was very small, and the pathway was short which led me in a magic circle around your knee, and back and forth to my small white bed.

I remember the yellow glow of the night-light in my room at night, when you first taught me to pray. When I was a little older you turned out the light in my room at night, and taught me not to be afraid in the dark. You said: "The dark is friendly, and wraps you close and warm in its shadows, while God and the stars keep watch over you." After that, I fell asleep, smiling and unafraid.

I love you mother, because you taught me to play fair, to live clean, and to work hard . . . Because you took time out of your busy life to listen to me when I talked. You loved my friends, and out of the great kindness in your mother's heart, you fed and sheltered the many little stray dogs and orphaned kittens I brought home to you.

I love you mother, because it was you who first told me about God, and taught me faith in Him which was clear and shining.

I have not yet learned to think of you in robes of white, for I am earth-bound. I see you Over There, in a housedress of print, all clean and bright.

I see you seated in a quiet room, lit with the glow of candle light: you're holding a small boy, your cheek pressed close against his cheek. It is twilight There, and you're telling wondrous tales to him of Pirate ships, and buried gold, and Kings and Queens in a far-off Fairyland.

I love you mother, for the part you played when I grew up, and went to war. You came down to the little railway station with a lot of other mothers, and you were wearing the blue dress I always liked. And your hat—it was a silly little hat as hats go,

only a wisp of tulle and flowers, but when it was perched on your dark hair—you did something for it. It was gay and brave.

You did not weep that day, as did some mothers. Instead you smiled as you kissed me goodbye. "I'll be seeing you, son," you said, and the words, so simple, were a benediction. You were telling me a million things in those five words: telling me all the things in your heaped-up heart that you wanted me to know.

When I watched through the long reaches of the night on Tarawa, Leyte, Okinawa, I was not afraid in the dark, mother. I knew and still know that Over There, where you have gone, there is light, like the glow of a thousand candles, and though I sometimes walk in the shadow here, I feel the high courage that you gave me, and because of you, I have not been afraid.

INQUIRING REPORTER

Betty Evans: Everyone finds something especially fascinating about spring. What have you seen that has made the deepest impression on you this spring?

George Earle: The lunar eclipse on the night of April 12th, at approximately 8:30, made a profound impression on me. I watched it while listening to weatherman C. C. Williford discussing astronomy on KWTO. Not that we need proof today, but Williford's mention that the earth's shadow on the moon is further proof that our planet is round was interesting. My two-year-old son, Rick, was also impressed. He said, "Black stuff on moon. Daddy! Black stuff hurt moon, Daddy?" I assured him it wouldn't.

Penny Nichols: The first happy-go-lucky robin I saw thrilled me, as the old saying goes: "When a robin comes home, Old Man Winter leaves." The first dandelion I saw made a deep impression, also, because I really love dandelion greens.

Lee George: Fish!!!!

Chuck Hesington: I wasn't much impressed with the coming of spring this year, due to the fact that the little lady had me out plowing up the back yard. Spring? bah! Work!

Doc Martin: The morning I heard a robin singing an impression was made, but this was deepened a few days later when I felt a warm spring breeze on my cheek and thought, "Hurrah! Winter is no more."

★ TOWN MEETING RECAP

The second personal appearance of the Southern Missouri Trust Co.-sponsored Town Meeting at Drury College April 12th was a far greater success than anyone anticipated, with a full house of 1900 taking pride in Ozarks origination of the famous program. **Burr Lee**, ABC Production Manager from Chicago, Mr. and Mrs. **George V. Denny, Jr.**, moderator and wife, and all hands were lyrical about Ozarks audiences and hospitality and especially enjoyed **Ralph** and **Harriet Foster's** Monday night party for the visitors . . . All KWTO hats are off to Springfield News and Leader-Press Managing Editor **C. W. Johnson**, who gave the Town Meeting project rousing publicity. He's earning a great reputation for civism, for a sense of community responsibility and service . . . Incidentally, the Junior Chamber of Commerce is again co-sponsor, with the newspaper, of the **Soapbox Derby** to be held in Springfield in July. How about organizing support for junior jalopy builders in your home town?

★ HE WANTED SERVICE!

Four-year-old Larry Tomlin of near Joplin appeared with his parents at KWTO one afternoon for a "Stars of Tomorrow" audition. He was wearing colorful cowboy regalia—chaps, spurs, boots, bright shirt, ten-gallon hat and two vicious-looking six shooters. Like Gene Autry and Roy Rogers, he also toted a guitar.

After meeting George Earle and pianist Johnny Duckworth in the third floor rehearsal room he was asked to display his musical wares. Larry looked around in abvious indignation, and in a most disgusted voice, said, "Well? Where's the microphone?"

CALCULATED INSULT

Shorty Thompson has been teasing Zed Tennis about his ears for years, but the most brutal blow came in the midst of all that publicity about "Operation Haylift," the Air Force feeding of weather-marooned western stock. "I don't think Zed's ears are so bad," Shorty said on the air, "but a mighty funny thing happened. An airplane flew over yesterday afternoon and dropped him a bale of hay!"

NEW 6:15 A. M. PROGRAM

Farmers are welcoming Bill Ring's idea for a new 6:15 a. m. show that borrows a familiar name, RFD Roundup, but without

HILLBILLY HEARTBEATS

(Continued from page EIGHT)

to see the men all walking around with owls' nests in their whiskers. My mother told me when she was a girl there was an old saying that "a kiss without a mustache is like an egg without salt." (Sounds like a Chinese proverb gone wrong!)

Many of the good looking young blades nowadays wear a little restrained mustachio, and then there's Uncle Joe Stalin's mustache, which makes him look like a cross between an old Mississippi River pilot and a horse thief. I sort of prefer the little whip-stitch under the nose.

Now all this seems very silly, but it all indicates something . . . the passing of things . . . the changing of customs . . . the individuality of men and women. It's a changing and a very independent sort of world. You rarely ever see a man tip his hat to a lady any more in the courtly old way. Once in a thousand he gives her some sort of a high sign that looks like a "Heil Hitler" or a salute to a Brigadier General. Women don't daintily lift their skirts crossing the muddy street any more because they don't have any skirts to speak of! A man used to gallantly support a woman. Now she kicks in her quota of the rent and the laundry. Women used to walk around a block when I was a girl, to keep from passing the old saloon. Now a lot of them tend bar! The old family doctor used to come and look at your tongue and ask for a spoon to look at your tonsils. Now you go through a clinic with forty-nine X-rays and monkey business, and you land plunked down in a little six-by-nine office with a doctor writing down the story of your mortal days! He isn't interested in your tongue or your tonsils. He is more interested in the exact shade of your great grandfather's beard, and just whether your Uncle Bud murdered anybody! O well, it's a funny world isn't it?

I laugh when tears are under the skin,

I sing when I am blue;

I do these little things because

I think God wants me to!

Goodbye, with heaps and loads of love,

MAY

the hillbilly music. It includes a summary of overnight news, a weather forecast, market and farm information, all designed to prepare early risers in rural areas for the work-day ahead. It's heard Mon. through Fri.



AT THE EXPOSITION

As proof that Reuel Haymes hasn't cornered quite all the fine photographic ability around here, we present the above picture of The Dial booth at the Ozarks Empire Exposition, taken by Lester Lee Cox, secretary of the KWTO Board of Directors. You may have heard the voice of its beautiful occupant. She's Myrtle Dean Litle, our KWTO switchboard operator.

HOW HIGH IS UP?

Below are two of the men, and one of the machines, that can tell you. Weatherman C. C. Williford and his assistant, Jim Hosey, who is sometimes heard on Heer's and Zale Jewelry Co. weathercasts, admire the bureau's new "ceilometer." This electronic device, first cousin to radar, measures the "ceiling"—the distance of cloud base from the ground.



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

5-49

Sec. 362 P. L. 6 R.
U. S. POSTAGE
PAID
Springfield, Mo.
Permit No. 753

Return Postage Guaranteed



★ PORTRAIT OF THE MONTH — LOU, "THE KID FROM CALICO ROCK"

As proof that you can take the boy out of the country, but he won't like it, Arkansan Lou Black stays as close to the outdoors as he can. He and Pat live on five and a half acres on the Bolivar road—plenty of room for his hunting dogs and his horse, for practice casting, and even a little backyard quail hunting in season. Lou turned up at KWTO some 10 years ago with an

act called the Farm Hands, and including Bobo Pike, Tony Carachi and Bert Brassington, all of whom are now in Kansas City. Now he seldom limbers up his tongs on a hillbilly number, seldom touches bass fiddle or guitar, devotes most of his time to duties as talent chief, Korn's-A-Krackin' production manager, and emcee of such daytime programs as Biederman's, Hayloft Frolic.