

kwto

DIAL



The kwto DIAL

10c

MAY • 1950



Vol. IX

No. 10

\$1 per year

10c per copy

Paid circulation during 1949 averaged over 12,000 monthly, 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.

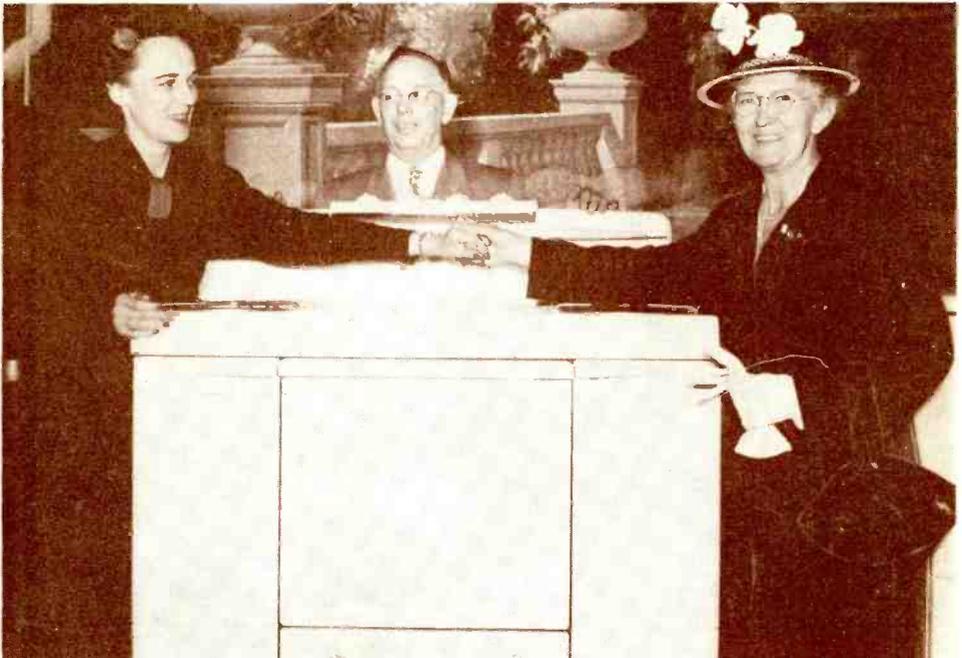
If the numbers 5-50 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.

★ COVER STORY

You'll see plenty of Johnny and Penny Olsen in this issue of The Dial, so it's appropriate that you should meet them on the cover of the magazine they're in the very act of admiring. Dial Photographer Reuel Haymes took this picture of them in the Dial booth at the Traveling Men's Booster Club Exposition at the Shrine Mosque, where Johnny and Penny and their Ladies Be Seated gang played to 15,000 Ozarkians the week of April 10. The booth was lined with pictures of KWTO executives and personalities—some of whom you can glimpse in the picture: Ralph Foster, Les Kennon, Art Johnson, Slim Wilson, Dale Parker. Penny could be exclaiming over the picture of Johnny on page two of the April issue, (or she could be looking for a picture of the KWTO-er she most enjoyed, Slim Wilson).

HAPPY BIRTHDAY TO:

Al Stone.....	May 2
Hollis Warren.....	May 6
Ruth Sherwood.....	May 7
Junior Haworth.....	May 16



★ CONGRATULATIONS FOR MRS. C. H. DOTSON, DIAL CONTEST WINNER

Not all the activity on the stage at the Shrine Mosque on Tuesday, April 11, had to do with the Johnny Olsen show. Here Mrs. C. H. (Cora) Dotson of West Plains,

is introduced to the \$240 Maytag range she won in the Dial Contest, and to its donor, George Wise of Maytag Sales and Service. At left, Jean Kappell, Dial Editor.

THE OLSENS & CO.

THEY'RE ALL OUR
KIND OF PEOPLE!

As we glance back over that happy, hectic, hurried second week in April when nobody had time to be "Seated" except the "Ladies," there are many glistening moments during the Olsens' Ozarks visit.

Would you like to know that 15,000 people saw their afternoon programs at the Traveling Men's Booster Club Exposition at the Shrine Mosque in Springfield? That the whole cast drew deep, relaxed breaths for the first time that week during the drive through our rolling, smokey hills, clouded with first blossoming, to Rockaway Beach on Thursday evening? That they were guests, there, of the Ralph and Bud Coughenours, Mr. and Mrs. Taylor McMasters, Ernie Williams, Laban Patterson, Harold Smith and Cap'n Bill for an out-of-this-world chicken dinner at Hotel Rockaway, and that each one ate five and six pieces of chicken?

Perhaps you'd like to know that the cast stayed an hour longer, after each exhausting broadcast at the Mosque, to shake hands with new-found "neighbors" from many states, and to give them warm thanks for such assorted gifts as "drinkin' gourds," wild strawberry preserves, bits of embroidery work, and even—from Mr. Smith of the Duchess Company—gold-plated spark plugs?

Would you like to know that they gave hours and hours of their miraculously rubberized time to do shows at O'Reilly Veterans' Hospital and Burge Hospital Polio Ward; to share their sunny personalities with business men at Rotary and Chamber of Commerce luncheons; to square dance with Springfield youngsters; to sign autographs; to pay courtesy visits to many KWTO programs?

That besides keeping five and six appointments each day and evening and working like lumberjacks for two-and-a-half hours every afternoon at the Mosque, they still had to begin the next day at 10 p. m. each evening, with two and three hours' work on the following afternoon's show? That Johnny and Penny and the rest gave of their time, their smiles and their energies until, by plane-time Saturday night, they were in a state of pallid exhaustion? (All that is, except big, shaggy-haired pianist Al Greiner, former Nebraska All-American, who has the architecture of a Firpo and the temperament and touch of an angel.)

What were they **really** like? Like small town folks—which most of them are. Johnny and Penny, for instance, are always beautifully—although quietly—dressed. Johnny usually in blues and grays with a camel-hair overcoat and yellow yarn gloves on

chilly days; Penny in dark, feminine, full-skirted frocks, often flower-sprigged, gay hats, a dark mink cape, fingertip-length. But you are never conscious of their smartness, nor of Bob "Silverlips" Maurer's natty sport shirts, nor of writer-director Bill Redfield's homburg and pince-nez. You notice, instead, Johnny's twinkle, his grin, his sympathetic voice (and how he hates to shave) . . . Penny's glowing eyes, the dimples in her quick and almost constant smile, her vitality and smallness (and the relief with which she kicks off her shoes after a hard day's work) . . . Bob's obliging, friendly way of looking after every one . . . Bill's enthusiasm for friendly people and friendly countryside . . . The clowning good nature of Jack Field and Ray McNulty . . . the courtesy and considerateness of Ron Corbett and Jimmy Duane of Philip Morris, and Dave McAnany of the agency.

Some top-bracket entertainers (it's no secret) turn one face to the public and another, less shining face to their co-workers. Certainly the truest and finest thing that can be said of Johnny and Penny Olsen & Co. is that each of them has one bright, honest face apiece—no more. Johnny doesn't do his "Johnny Crooner" act just because it's entertaining; he loves kids. So does Penny, and they fill their New York TV show with them. Johnny and Penny weren't having an old-fashioned good time with Mrs. C. H. Dotson, Dial Contest winner, the day they awarded her Maytag Range on their program, just because they happened to be on the air coast-to-coast. The whole Olsen crew loved her, and "ganged" her for a dozen kisses on the cheek that same night in the lobby of the Kentwood Arms.

And we hope they'll all come back next year not just because they've given the Ozarks a million dollars' worth of advertising over their ABC-KWTO program—but because they're our kind of people!

★ NEW RING PROGRAM

Your cards, your letters and your fondness for our old friend Bill Ring have returned him to KWTO, by transcription, for Taystee Bread at the same old time—8:15 a. m. Sorry we couldn't "bring him back alive," but Bill is too valuable to the Taystee organization in his present capacity as entertainer-sales-builder in Texas.

The program you will hear is also heard on stations in Houston, Beaumont, Dallas, Fort Worth and Wichita Falls, Texas, Muskogee, Okla., and Sedalia.

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

Two new babies are due in the KWTO family next fall. Want to guess whose? . . . Those of you asking for more **Bob White** solos will want to know that he often sings lead on the 7:45 Prairie Playboys show for Springfield Grocer Co., and that he alternates solos at 4:40, for Allied Chicks, with **Zed Tennis, Junior Haworth, Slim Wilson and Lexie White** . . . B.M.O.C. (Big Man on Campus) would be **Don Dailey's** unofficial title at SMS, where he graduates in May. Don is president of the senior class and an outstanding student . . . An even closer knitting-together of the KWTO family has come with increasing activity by **Aunt Martha and Everett Baty and Junior and Wanna Fay Haworth** in the High Street Fundamental Baptist Church of the **Rev. W. E. Dowell** . . . **Marge and Zed Tennis** are also deeply interested in Baptist Church work.

Of all the "playlets" featuring **Eatherham Hobbs** on the Farm Hour, the story about the "widdier Abernathy" drew the most laughs from KWTO-ers. **Lou Black and Joe Slattery** split their sides laughing. Seems the "widdier," Eatherham's "girl friend," fell overboard on a transatlantic trip and was found, days later, with a priceless fish attached to the body. Eatherham cabled instructions for its disposal: "Sell the fish, send me the money and re-set bait!" . . . **Thelma Robertson** is researcher and writer of these stirring dramas, **Lonnie** is director, **Doc Martin** does the narrating, **Junior** is emcee . . . That tenor you heard on Goodwill Family programs while **Aunt Martha** was sick was **Slim Wilson**. Everbody moved up a notch, with **George Rhodes** singing baritone instead of bass . . . Slim was told Aunt Martha had a virus infection. "Tell her," he quipped, to "virus when she gets better!"

Eleven-year-old **David Baker**, son of Mr. and Mrs. Frank Baker of Wentworth, Mo., won the \$50 prize in the "Millie Norton" contest, is the admiration of his fellow-fourth-graders; David's ambition is to be another Slim Wilson . . . **Willie-the-Weatherman Williford** will probably suffocate this summer from wearing a vest to show off the Master Conservationist emblem on his watch chain—a gold bauble in the shape of the state with a hawthorne and bluebird insignia on it . . . Six hundred attended the Columbia banquet where he received his honor on April 22 . . . No wonder he's well-fed: A Mr. Stubblefield of Jenkins gave him a dozen double-yolk eggs one day; another chap

from Saline County sent him 5 lbs. of sliced hickory-smoked ham the next!

The occasional rivalry between **Lonnie** and **Eatherham Hobbs** came to a head last month at Pittsburg, Mo., at a pie supper that followed the Robertsons' program. Lonnie sold pie wedges with fair success until somebody in the back of the hall cried, "Let Eatherham try!" Eatherham went to work and tripled the price the next slice sold for! . . . A helpful soul who signed himself "Tooterin' John" of Hermitage sent **George Earle** a whole can of motor oil with the request: "Please oil those swinging doors at Heer's so we can hear something beside 'squeak! squeak!' on your Man-on-the-Street program!"

The pockets of **James Turner**, handsome young KWTO engineer, bulged with candy bars and cigars in late April when a girl-baby, Rebecca Louise arrived, weighing in at over seven pounds . . . **June Carter** reports: "There's lots to be said about livin' out of a suitcase, but I'd be ashamed to use them words!" The **Carters, Mother May-Belle and Chester** have been as far north as Milwaukee and as far south as Nashville to play personals the past few weeks . . . In Milwaukee they helped wind up a week-long dedication of a new Municipal Auditorium, sharing star billing with such entertainment "greats" as Eddie Arnold, Lawrence Welk, Paul Whiteman, the cast of Life of Reilly, Tommy Bartlett, Smiley Burnett, Dennis Morgan, Ethel Smith and the Oklahoma Wranglers . . . In Nashville they swapped "howdies" with the **Jordanaires**, now regularly on Grand Ole Opry.

★ APRIL CROSSWORD PUZZLE

1	2	3	4	5	6	7	8	9	10
P	A	A	A	S	'O	H			
E	A	S	Z	O	N	E	A	D	O
R	A	V	E	T	O	L	A	P	E
F	A	'P	O	M	A	D	E	'S	S
E	A	M				O	Z	U	
X	R	A				N	O	R	M
M	C					N	O		
P	Y	R				B	E	D	S
H	E	R				E	E	T	
I	D	S	T	R	I	N	G	N	A
L	A	K	E	S	R	O	T	O	L
C	R	A	M	O	S	A	L	O	E
O	K	C	R	A	N	E	B	A	B



KISS FOR "CINDERELLA"

Surprises kept coming for Mrs. C. H. Dotson of White Church Community near West Plains after she arrived in Springfield April 12 with Mrs. George Eldringhauf of Hickman Mills, her sister, and Mrs. T. L. Doss, a neighbor, to receive her prizes as Dial "Lucky Subscriber" Contest winner. She thrilled to the beautiful suite furnished her by the Kentwood Arms Hotel; to her lovely gifts, the following day, from Springfield merchants—gorgeous gardenias from florist Joe Gelvin; a black faille Evans bag with a gold frame from Heer's; smart gloves and a silk scarf from Rubenstein's. But her big moment came with the "bonus" kiss on ABC network from Johnny Olsen himself.



★ IF I WERE A COLUMNIST, THIS IS WHAT I'D LIKE TO WRITE ABOUT

(Editor's Note: Ever since the "hillbilly" was described on the 4:25 Do You Know program, many, many requests have come in for copies of the broadcast. Certainly, if I did write a by-line column for the Dial, I could write about nothing closer to my own heart—and nothing closer to the guiding principles of KWTO.)

What is a Hillbilly?

That's a good question, friend, and we get it asked often in these parts. There are even some right here among us who don't like the word "hillbilly." They say it gives strangers the impression that this is 'coon dawg and feudin' country full of folks as backward as a Mexican mule.

Our guess is that they're a little ashamed of being Ozarkian, a little bemused by artificial standards of "sophistication."

And that's odd. Ozarkians who have achieved national prominence in business, journalism, the theater, radio, are—almost without exception—proud of being "hillbilly." They take with them a rich store of hillbilly tales, often in dialect, and capitalize on their background.

What is a hillbilly? In the Ozarks, he is all around you. He is the man who sells you groceries, repairs your bridgework, banks your check, guides your float trip and serves you country ham. If you're lucky, he's your next-door neighbor.

He's a fellow with a rich heritage in song, custom and folklore—so rich and highly respected a heritage that home-grown authorities on it, such as May Kennedy McCord, are listed in *Who's Who* and sought after by professors, language experts, Ph. D.'s and such leaders in arts and letters as Carl Sandburg and the late Grant Wood.

The hillbilly has a native wit that is celebrated . . . a love of laughter . . . a love for songs that borrow the spirit of the ballads of Elizabethian England and the folk dances that are more than 500 years old—for the hymns that sustained pioneer peoples when life was very hard and dangers many.

He has a profound sense of community, of neighborliness. For generations he relied on that neighborliness, not only for entertainment and spiritual sustenance, but for help in time of trouble—a death, a crop failure, a burned-out cabin, the threat of frost before his barn was full. It makes him ready to lend a hand to anyone in need.

He is well described as God-fearing, unaffected and—perhaps to the surprise of some—increasingly progressive.

He has taken the marginal and sub-marginal land in this part of the country and made it productive. He has made Springfield the Jersey cattle capitol of the world, the center of the nation's largest high-grade milk producing region, heart of the nation's egg and poultry industry, third in the nation in cheese production. He has built its stockyards into a multi-million dollar operation.

He follows the news of the world with avid interest, usually by radio. He listens, with earnest concern about national problems, to Washington commentators and such programs as America's Town Meeting. And if he prefers an ancient hymn to the Metropolitan Opera broadcasts, and a ballad or a hoe-down to the American Arts Orchestra, he seldom begrudges others their opportunity to listen to them.

You may say a lot about us, "fer and agin," but call us "hillbilly" and watch us glow with pride!

THE SPOTLIGHT

OUR SOFT-VOICED BALLAD
SINGER, LEXIE WHITE

You hear him now on the sprightly 8 a. m. show for Staley Milling Co.—that happy-go-lucky, good-looking Lexie White, with a voice as soft as a butterfly's kiss on velvet and a guitar that is both intimate and inefably pleasing.

"This guitar playing came not by choice, but more or less by accident, because it was the only thing I could make music out of!" says Lexie. "My dad has played violin since he was a boy, and he always wanted me to be a fiddler.

"Well, I practiced and practiced until I was 13 years old, but never seemed to get anything but awful squeaks out of the fiddle—and it was a good one, too. I guess Dad was pretty disgusted," Lexie adds wistfully. "We both decided that maybe I ought to try something more simple, so he bought my first guitar for \$3.

"You know, I didn't seem to have any trouble learning to play the guitar!" he continues. "I'd sit in front of the radio at night and listen to Jimmy Rogers and the Lonesome Cowboys and I would try to copy their style. I liked the guitar so much that I could hardly wait to get home from school to practice. Funny, I never had that kind of feeling for the fiddle. After I had picked up a few chords, dad and I began playing for square dances and house parties. Gosh, those were rough days for me! I'd have blisters on my fingers the size of strawberries, and how they would hurt!"

Lexie began dreaming of the day that he'd be good enough to play in front of large crowds until . . . "The neighborhood theatre was having an amateur contest, and I figured this was my chance. I told everyone I knew to be at the theatre that night and really roll the roof off when they announced Lexie White, the hillbilly troubador."

"Well, I played and sang a few numbers and was waiting for my friends to come through, but apparently they didn't show up. At least, I didn't win any of the prizes. I felt pretty heartbroken, too. What were friends for? Then the man running the contest suggested that I enter another show and, believe it or not, I not only won second prize—but I didn't even know anyone in the neighborhood!"

All this took place when our young hopeful was 15, living in St. Louis, and working out on guitar in a basement playroom fixed up for him by his violin-loving parents—in order, probably, to spare the family eardrums. A few years later he decided he'd

like to try radio, and, after an audition, got his first job on KWK.

Lexie's poise broke down completely the first time he was on the air.

"My first vocal solo," he recalls, "was 'Whispering,' and I got so scared I completely forgot the words." (He laughs about it—now, 12 years later.) "Anyway, I kept making up new ones as I went along and they seemed to come out all right." Lexie was with the same station off and on for 10 years, as featured singer, playing rhythm guitar and singing in a trio, so he must have passed that first crucial "words" test with flying colors.

Lexie continues his story:

"Sometime in 1938, a couple of fellows named Mac and Ed came up for an audition, and were hired. The boys were from Tennessee and didn't have a place to stay, so I put them up at our house. We had a grand time working out tunes in the basement, then driving back and forth to the station and putting them on the air," Lexie reminisces.

"Had you guessed? Ed is now the country's number one folk singer, Eddy Arnold.

Lexie adds, with a grin: "Those were the days. Eddy would dress in ragged clothes and do comedy with Mac on the fiddle, and I'd sing with the guitar. The program lasted about a year and a half and—boom!—we lost our jobs. No sponsor! Mac and Ed went back to the Tennessee hills while I got a job in a shoe factory as a sole cutter. I felt kinda bewildered there—something of a lost 'soul,' you might say."

Lexie stuck it out for a couple of months and was about ready to go back to the hills when he was recalled to KWK for a network show with the Buckeye Four. And except, for a tour in the infantry, he's been in radio ever since.

Lexie was born 32 years ago in Cotter, Arkansas, the son of a railroad man, James Claude White, and named—according to old hill country custom—after the doctor who delivered him. It was a musical family. Besides his violinist father, his mother played the piano and an older sister, with a good voice, taught him to carry a tune as soon as he could talk. They left Cotter when Lexie was three, then lived in Bartlesville, Okla., and Poplar Bluff, Mo., before moving to St. Louis. His father is retired, and his parents now live in Graniteville, Ill., and are farming there. Cotter friends remember his mother well as Mary Ellen White, a good Ozarks neighbor.

(Continued on page SEVENTEEN)

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, friends!

This is the lovely month of May! Can anything be more entrancing than May in the Ozarks? Dogwood, redbud and service berry! Mary Elizabeth Mahnkey, bless her departed soul, said in a little verse:

I love the vining bittersweet
All gold and ruby red,
It brightens up the landscape
When all around is dead.
Granny Blair loves bittersweet,
But different views we have,
She mixes hers with 'taller,'
And makes a smeary salve!

We have beautiful weather in the month of May, but I'll have to tell you this one: In May, about 1909, as closely as I can remember, we got up on the twelfth day to find one of the deepest snows the Ozarks ever had. We waded to our knees but it was a soft, fluffy snow and perfectly beautiful. It was gone by three p. m. and the day was not cold at all, almost like summer.

One of those freakish weather happenings which often come along in our charming and variable Ozark hills. I remember that I was visiting down at Marvel Cave Lodge in Stone County.

You really never know what it's going to do in the Ozarks, but there are always so many things to remember. The old ways and customs, the fireside gatherings, the old-time reunions of families, the deep ice frozen on the rivers in winter—which we never see any more. The picnics, the harvesting with an old-time "cradle," which many farmers used when I was a child, and all the customs that have passed into the limbo of things which we do not count as "progressive" nowadays. I wonder just what progress is, anyway? And I wonder, sometimes, if we are really going forward or backward. But there are those of us who still cling to our memories, and many of them are a shelter and an escape from much

(Continued on page SIXTEEN)



★ MAY McCORD ADDS A FAMOUS "FAN" TO HER LIST OF ADMIRERS

Here's one of the many good reasons why Johnny Olsen has been telling his coast-to-coast radio audiences on the Philip Morris Ladies Be Seated program that he and Penny "never had such a good time anywhere as we had in the Ozarks!" May Kennedy McCord, our nationally celebrated authority on

American folk heritages, met Johnny on a special KWTO program at 2 p. m., April 9. Later she sang Ozarks ballads for Johnny, Penny and others at a barbecue at the R. D. Fosters' country place, Lake of the Woods. Said the Olsens: "She's magnificent!" Johnny reciprocated—sang for May.

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

The Springfield Chapter of the Missouri Conservation Federation, under the guidance of President "Bud" Carroll, is to be commended on its successful efforts to have the Springfield City Park Board approve the establishment of a pond or lake in Doling Park to be stocked and set aside purely for boys and girls to fish in. The top age limit will be 13 years, and adults will not be allowed to wet a line—except to give Bobby or Susie instructions as to how to adjust hook, sinker and bobber for proper action, and also how to hook the worm.

It is the intention of the local organization of sportsmen and conservationists to keep the lake well stocked with blue-gill, perch and cat fish so that the youngsters can really catch something, and perhaps become true followers of that famous angler, Izaak Walton. It is hoped that other towns throughout the region will have their various civic organizations follow in the steps of the Springfield Federation, and that little boys and girls of most every Ozark town can become interested in this fascinating sport, one that draws tens of thousands of tourists to our beloved Ozarks, noted for its fine lakes, streams and ponds.

Such a move would be one of the finest movements possible toward combatting juvenile delinquency, which, as we all know, is now a major problem over the entire country. To allow these youngsters to fish and at the same time to observe rules of fishing etiquette and obey the rules and regulations; to learn not to be "meat hogs" and not to take more than the prescribed limit; to learn not to hurt, and to return to the water, any fish that is not large enough to clean and cook. And to learn that God put these fish on earth, like all other creatures, for a purpose, and that while man presumably has greater power than such things, he should be a user, not an exploiter or a waster. What a chance for children to grow up to respect the other rules and laws of life, and become the best of citizens!

While your little boy or girl is fishing, it is unlikely he or she will be planning mischief. It was Izaak Walton who said: "There is no more wholesome, clean and uplifting sport than fishing." And it's an established fact among us old-timers that one cannot fish and, at the same time, have his worries and troubles on his mind. Somehow or other the fascination and anticipation connected with fishing blots out all other thoughts, and "the cares that infest the day, fold their tents like the Arabs and

silently steal away," as Longfellow put it.

Who was this Izaak Walton, whose name is always connected with fishing, the Izaak Walton Leagues (the conservation leagues which also bear his name) whose purpose it is to plant forests to replace those which have been cut down and burned out, and restock and restore polluted and fished out streams and lakes? Some think he must have been as famous an American as our beloved Abe Lincoln.

As a matter of fact, Izaak Walton was not an American at all—he was an Englishman. Like our own Lincoln, he was born in backwoods poverty, with no advantages, little or no formal education. Still he became such a successful business man that he was able to devote much of his time to fishing and, in spite of his extremely limited education, to write one of the deathless books in English Literature—"The Compleat Angler."

Get a copy from your library and read it. It will make you a better man or woman! It is a simple book, and he points out that most all fishermen are simple, everyday men—just common folk. And he also reminds us that the lowly Man of Galilee chose His disciples among fishermen.

Izaak Walton, strangely enough, did not learn to fish as a boy. In fact, he never went fishing until he was well along in years, and after death of his first child. No doubt this solace, to be found beside any stream or lake, helped him to forget the sorrow in his heart. But fate was very unkind to Izaak: all of his children, born afterward, died in their youth, and then his beloved wife was also called to the Great Beyond. Even his beloved King Charles was beheaded—in fact, it would seem that he lost everything that was close and dear to his heart. But Izaak kept his chin up, married again, and raised two fine children. His King Charles' son was restored to the throne. His son and daughter both became famous. He lived to the ripe old age of ninety, and fished right up to the last. His name became immortal as the patron saint of the most wholesome and noblest of all outdoor sports—just fishin'.

SPONSORS' CORNER

Spot announcement campaigns are running on KWTO for Veto, Eskimo Coconut Bar and Eskimo Pie.

Old Judge Coffee has renewed the gay Korn Kobbler program at 2:30 p. m.



REUEL HAYMES HIGHLIGHTS THE OLSENS' WEEK IN THE OZARKS

1. The crowd at the Springfield airport the night of April 8 was thicker than grandma's ham gravy as Johnny and Penny Olsen alighted from an American Airlines plane to begin a breathless week. Among the hundreds there to greet them were Gus Wickman, left, with welcoming flowers; Ralph Nelms, Springfield advertising man and manager of the Exposition which featured the Olsens' Ladies Be Seated Show throughout the week. Next are Johnny and Penny, and Mary and Joe Slattery, who represented KWTO, and you may be sure there were plenty of Philip Morris representatives on hand, too!

2. Bob Maurer, handsome young Ladies Be Seated announcer, Penny—in rustling black taffeta, wearing an orchid and a be-flowered Easter bonnet—and Johnny attended church the following Sunday morning with the Slatterys.

3. Brightest spot in Hollis Warren's quieter days since his own Shrine Mosque appearance at the March of Dimes benefit in February was a visit from Johnny, who was delighted with the talents of our "Singing Shut-in" and joined him in "I'd Have Baked a Cake."

4. Sunday afternoon recreation for the Olsen cast at the R. D. Fosters' garden spot country home including Johnny's lesson, from Ralph, in barbecuing freshly-caught trout over charcoal.

5. Penny, Johnny and Bob Maurer made a dozen guest appearances at KWTO microphones throughout the week of the 10th, one of the most hilarious with Shoo, the 4:25 p. m. Do You Know cat. Shoo enjoyed them so much he scarcely "talked" at all—just purred!

6. Highlight of an hour's visit to the Burge Hospital Polio Ward April 13 was a chat with Bobbie Webb, 13-year-old West Plains lad who was recently honored on a George Morgan program for Robin Hood Flour and has since received hundreds of cards and letters. Bobbie, given his choice of a dollar, a song or a poem—took the poem! (And he got the dollar, too!) Bob recited, for him, a beautiful little poem by Robert Frost.

PORTSIDE PATTERN

BY GEORGE EARLE

One of the most difficult kinds of success to achieve is successful song writing. Scarcely a day goes by that someone doesn't write me asking how to popularize a song he has written. Believe me, it is almost impossible. That's a very discouraging thing to say, I know, but here are the cold facts:

The major song publishing companies are affiliated with one of the three great associations, ASCAP, (American Society of Composers, Authors and Publishers), SESAC, (an European society of the same nature) or BMI (Broadcast Music Incorporated)—associations which pretty well control most of the music today.

Song publishing houses, for the most part, have their own staffs of lyric and music writers who keep them well supplied.

Add to these the major picture studios which now maintain their own song writing staffs and publish their own music, which they have the advantage of popularizing through pictures, and you get an idea of what the amateur song writer has to buck.

Well, how about radio, you ask? And television?

Radio and television stations are provided professional copies of all music published by major publishers, free of charge. However, radio and television stations have contracts with ASCAP, SESAC and BMI, to whom they pay a yearly royalty fee, a percentage of gross receipts each year, for the privilege of using music from affiliated publishing houses.

Meanwhile, there are many small, hole-in-the-wall publishing houses that make a comfortable living preying on gullible, would-be song writers. They advertise in magazines for song lyrics which they agree to set to music for a certain charge. They also promise to place the finished product in the hands of well-known singers throughout the country, radio stations, etc. This, of course, they do. That is, they do mail copies to the aforementioned, thus fulfilling their obligation. But since these copies are not from a recognized music publisher, they are promptly tossed into the wastebasket. The hopeful song writer soon becomes a disillusioned one. Beware of these agents!

Without a doubt, there are many beautiful songs that never have a chance simply because the writers did not have an "in" with the right people. How can you go about getting that "in"? I wish I knew, too! I'd use it myself!

Finally, no one knows, even after a song hurdles these many difficulties, whether it

FROM THE FILES

... A DIAL REVIEW

6 Years Ago This Month

After being on a station in Iowa, Lonnie Robertson is glad to return home to the Ozarks with Thelma . . . Bill Mason and Lennie Aleshire join staff (both are now in Springfield).

5 Years Ago This Month

George Rhodes in Spotlight . . . Movie Star Lynn Bari pictured on front page with George Earle . . . Red Belcher returns to radio after illness, (now working in Virginia) . . . Milton Dickey (now with KCMO, Kansas City), says he doesn't smoke, is very distressed over the chewing-gum shortage. Milton, 6 feet, 4 inches tall, afraid smoking would stunt his growth.

4 Years Ago This Month

Ralph Nelms, on the KWTO staff ever since the station came into existence in 1935, takes over as Manager of Radiozark Enterprises. (Ralph now has an advertising agency in Springfield) . . . Leslie L. Kennon, KWTO National Sales Manager, (now Assistant General Manager), pictured with son, Leslie Gene, in Passing Parade.

3 Years Ago This Month

Fred (Axelbender) Warren (now on radio in Shenandoah, Iowa), in Spotlight with picture and story . . . Al Stone pictured where he is most usually found—in KWTO's transcribing studios . . . Boys' Club gets cash for finding Percy the Parrot.

2 Years Ago This Month

Dial snapshot section pictures Bob White, Zed Tennis, Chet Atkins and Slim Wilson . . . Lou Black emcees "Hayloft Frolics," new KWTO gang party program . . . Two-week survey proves KWTO by far the dominant radio station heard in the Ozarks . . . Dale Parker pictured receiving happy news that his "No Children Allowed" is crowding the half-million mark in sales.

1 Year Ago This Month

Aunt Martha's lovely ranch-type home featured in "Come Right In" column . . . C. C. Williford and his assistant, Jim Hosey, admire the Weather Bureau's new "ceilometer" which measures the "ceiling"—the distance of cloud base from the ground.

will strike the public fancy. Not even the highest paid song writers can tell. With each new song, they, too, wait with crossed fingers and a prayer of hope.

So if you hope to become a successful song writer, better hang on to your regular job in the meantime.

(P. S. You should see the stack I've written!)

CROSSWORD PUZZLE

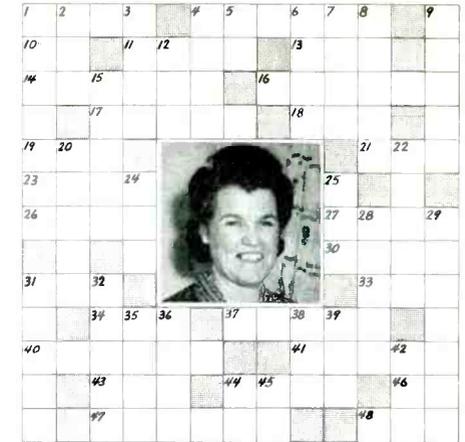
By Joe Slattery

ACROSS

1. and 4. Pictured star.
10. Mister (ab.).
11. Pay attention to.
13. Used to propel a boat.
14. Complete in all parts; whole.
16. Partition.
17. City in Japan.
18. To recognize or understand (Old English).
19. Man's first name (Scotch).
21. Lee Stone is whose wife? (Possessive.)
23. Pretty and clever.
26. Medicinal plant.
27. This magazine.
30. Woman's first name; also a Missouri town.
31. French for "here."
33. Distinguished Service Medal (ab.).
34. Arabic for "cape" as "Cape Girardeau." "Cape Hatteras."
37. Plural of "radius."
40. Escaped.
41. Hiding place.
43. Sticky black substance.
44. Weapons (pl.).
46. Either, — —.
47. Come out from.
48. Printer's measure (pl.).

DOWN

1. Continent.
2. Vessel for holding flowers, ashes. A vase.
3. Pronoun referring to something at hand.
4. Sponsor of Man-on-the-Street.
5. Opposite of B. C.
6. Tick, — — — — —, said the clock.
7. Rabbit.
8. Sphere of action; amphitheater.
9. May McCord's sponsor.
12. Age or period.
15. Indian friend of the Lone Ranger.
20. Pertaining to a court of hall (Greek).
22. Fibbers.
24. What the little woman is supposed to say when she sees a mouse.
25. To total up.
28. Containing iodine.
29. Last name of sponsor of KWTO's Monday evening Spotlight on Industry.
32. Angry, incensed.
35. First man.
36. Brown and withered.
38. Distinguished Conduct Medal (ab.).
39. Indicated Air Speed (ab.).
42. Abbreviation for "honey."
44. Agriculture (ab.).
45. Pertaining to; about — stenographer's symbol.



MEDITATIONS

BY AL STONE

The thoughts expressed by the unknown author of this poem are shared by every peaceful mind as it grows older. For what we learn is that we receive rewards on earth, not alone in heaven, for kindness and thoughtfulness and helping those in trouble. The "earthly treasures" of which the Bible speaks are small comfort, in later life, to those who have been miserly with the riches of the soul and spirit. But the good neighbor, however, poor in worldly ways, is never friendless and never lonely.

TREASURE IN HEAVEN

"Every coin of earthly treasure
We have lavished, on the earth,
For our simple, worldly pleasure,
May be reckoned, something worth;
For the spending was not losing,
Though the purchase were but small;
It has perished with the using;
We have had it, that is all!

All the gold we leave behind us
When we turn to dust again,
Though our avarice may blind us,
We have gathered quite in vain;
Since we neither can direct it,
By the winds of fortune tossed,
Nor in other worlds expect it,
What we hoarded, we have lost!

But each merciful oblation—
Seed of pity wisely sown,
What we gave in self-negation,
We may safely call our own;
For the treasure freely given
Is the treasure that we hoard,
Since the angels keep in Heaven
What is lent unto the Lord."

FARMING AT 560

WITH LOYD EVANS
FARM DIRECTOR

If my memory serves me correctly, I believe the Dial Editor told you in an earlier edition that Revay and I were looking for a country home for the summer months. From the "ribbing" Slim and the boys have given me you might believe life for us has been terrible! It has been work, but a real joy to get back to the soil.

Hill Top Farm, south of Springfield, owned by E. J. Sieger and sons, is the sort of place you just have to enjoy if you like Mother Nature and the wonderful things of life she is able to produce. Mr. Sieger is a lover of flowers, shrubs and trees that blend in to more of a scene of beauty than the average home-on-the-farm, and so it is a real pleasure to have a part in it.

The farm is stocked with Registered Aberdeen Angus. I truly believe the farm is an example of the program suggested by all agriculture authorities—producing what is best suited to the crops and crop land available, considering the man-power and time required and available. None of the land lays well for farming, so it is gradually being sown to lespedeza, ladino, blue grass and other grass and hay crops. Angus are well suited to such a pasture plan, with no hired help required for crop work.

It does, perhaps, look like a small harvest crew in action when Mr. Sieger, sons Jimmie and E. J., Jr., return from work and school in town to help me thresh out the few chores required. There is hardly room enough for all four of us to watch while Mrs. Sieger and Revay do up the chores!

We are growing a few young Guernsey heifers as future protection should the price of milk and a change in beef prices require extra income. That, again, is important in setting up a farm with the idea of making it pay. Plans for a switch in types of production are necessary as we just can't tell what the future holds.

If the picture so far sounds "rosy," we have our problems too, just as others do. At the time of this writing we are anxiously waiting for a good rain cloud over Hill Top. Did you ever see a spring as backward? kadishes and lettuce still just a dream with us. Fried chicken is going to be a little late, too, as we couldn't see much economy in starting brooders too early with chickens raised only for our own consumption.

Lawns (and we have several) are ready for their first mowing (thanks to a slow growth), and it won't be long before the old sprayer will go into operation if the promised heavy rain run of insects goes to

work on flowers, shrubs and the garden. There are a number of new spray materials on the market this year that we'll be trying. Let's hope they do the work the mild winter failed to do in killing those green leaf-lovers.

* * *

Our KWTO Farm Service Department celebrated its first anniversary the 25th of April. We hope to visit many of you at your fairs and other community activities during the summer months. This second year is going to be busier and even more enjoyable since we are back on the soil.

I must go. Revay just called and said the hogs were out!

HILL TALK

HOW WE SAY IT

How would Dial readers like to contribute to a column of colorful Ozarks expressions? Send in your own favorites, figures of speech, learned in childhood, that afford a deep insight into the character and spirit of our part of the country. The most original and unusual will be printed in this column each month if enough of you are interested in it and will keep it going.

To start things off right, we scouted around the studios for favorite expressions of our hill-born radio, people, folks steeped in the folklore of hillbilly regions.

Mother Maybelle Carter: "Some of them city alecks can poke all the fun they want at folks in the hills that can't read er write. But we got plenty of what they ain't—and that's a heap uv time to think!"

Zed Tennis, who used to do two days plowing in one during his "growin'-up" days near Nixa, swears he had the strongest mule in the county. "That mule was so mighty," he says, "you could hitch him up to midnight and he'd break dawn!"

Bob White, describing the road west from his home town, Eureka Springs: "That stretch is so crooked a gnat could break his neck just going around a curve."

Slim Wilson, whose height is often discussed: "Shucks, I ain't tall. Tallest feller I ever **did** see was gettin' a haircut in heaven and a shoe shine in that other place."

Lonnie Robertson: "I was feelin' so low the other day, I could-uv set on a dime with both feet hangin' down."

Floyd Sullivan, after a night of camping near the Arkansas line: "It was so dark, a raindrop knocked on my tent and asked for a light to see how to hit the ground."

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.—Lonnie and Thelma
 6:15 a. m.—Down Home Folks
 6:15 a. m.—R. F. D. Roundup (S)
 6:30 a. m.—Goodwill Family
 6:30 a. m.—Robin Hood Hoedown (S)
 7:00 a. m.—Carter Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Yellow Bonnet Show
 7:45 a. m.—Goodwill Family (S)
 8:00 a. m.—Lexie White
 8:15 a. m.—Bill Ring Show
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanaires (S)
 8:45 a. m.—Rev. Dowell (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Keller's (S)
 9:15 a. m.—One Man's Opinion—ABC
 9:20 a. m.—Program Notes
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Farm News, Markets (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Saddle Rockin' Rhythm
 (M-W-F)
 10:00 a. m.—Robin Hood Hoedown (T-Th)
 10:00 a. m.—Meet Your Neighbor (S)
 10:15 a. m.—Kitchen Talks
 10:30 a. m.—Guide to Happier Living
 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.—Lonnie and Thelma (S)
 11:15 a. m.—Markets
 11:15 a. m.—Hillbilly Hit Tunes (S)
 11:20 a. m.—Farm Hour
 11:30 a. m.—Ark. Conservation Comm. (S)
 11:45 a. m.—Farm Front (S)
 12:00 noon—The Carter Family
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Linda's First Love
 1:00 p. m.—Let's Go to the Opera—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.—Bride and Groom
 2:00 p. m.—Old, New, Blue—ABC (S)
 2:15 p. m.—Horse Race—ABC (S)

2:30 p. m.—Korn Kobbler
 2:30 p. m.—Where There's Music—ABC (S)
 2:45 p. m.—Lonnie and Thelma
 3:00 p. m.—Ladies Be Seated—ABC
 3:00 p. m.—Treasury Show—ABC (S)
 3:25 p. m.—Carol Douglas—ABC
 3:30 p. m.—Carter Family
 3:30 p. m.—Treasury Band Show—ABC (S)
 3:45 p. m.—Cornfield Follies
 4:00 p. m.—Creamo News
 4:15 p. m.—Markets
 4:25 p. m.—Do You Know
 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.—Rev. Dowell
 4:45 p. m.—Roger Dawn—ABC (S)
 5:00 p. m.—Jack Hunt
 5:00 p. m.—Four Knights (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—J. Armstrong—ABC (M-W-F)
 5:30 p. m.—Sky King—ABC (T-Th)
 5:30 p. m.—Here's To Veterans (S)
 5:45 p. m.—Christian Science Program (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Edwin C. Hill—ABC
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Counterspy—ABC (T-Th)
 6:30 p. m.—Visitin' Time

SUNDAY PROGRAMS

6:30 a. m.—Pipes of Melody
 6:45 a. m.—Sunday Morning Reveries
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Riders of the Purple Sage
 7:45 p. m.—Happy Hollis Warren
 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.—Negro College Choir—ABC
 10:00 a. m.—Voice of Prophecy—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—Voice of the Army.
 12:15 p. m.—Cote Glee Club
 12:30 p. m.—Revival Time
 1:00 p. m.—Newscast
 1:15 p. m.—Drury Quarter Hour
 1:30 p. m.—Mr. President—ABC
 2:00 p. m.—Senator Kem
 2:15 p. m.—National Guard Show
 2:30 p. m.—Southern Baptist Hour—ABC
 3:00 p. m.—Cavalcade of Music
 3:30 p. m.—Fine Arts Quartet—ABC
 4:00 p. m.—Think Fast—ABC
 4:30 p. m.—Greatest Story—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Music With the Girls—ABC

6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Voices That Live—ABC
 7:30 p. m.—Amazing Mr. Malone—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Chance of a Lifetime—ABC
 9:00 p. m.—Lutheran Hour—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—News of Tomorrow—ABC
 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.—Ethel and Albert—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Spotlight on Industry
 8:00 p. m.—Melody Rendezvous—ABC
 8:30 p. m.—Solo and Soliloquy—ABC
 9:00 p. m.—Ralph Norman—ABC
 9:30 p. m.—Strictly From Dixie—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Challenge of the Yukon—ABC
 7:30 p. m.—Tune Inn
 8:00 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Proudly We Hail
 9:00 p. m.—Time for Defense—ABC
 9:30 p. m.—It's Your Business—ABC
 9:45 p. m.—Let Freedom Ring—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Hollis Warren
 7:15 p. m.—Tommy Dorsey
 7:30 p. m.—The Cliche Club—ABC
 8:00 p. m.—Sherlock Holmes—ABC

8:25 p. m.—Mo. Savings Bond Division
 8:30 p. m.—Buzz Adlam's Playroom—ABC
 9:00 p. m.—Salon Serenade
 9:30 p. m.—On Trial—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Challenge of the Yukon—ABC
 7:30 p. m.—Tune Inn
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Robert Montgomery—ABC
 9:00 p. m.—Author Meets Critic—ABC
 9:30 p. m.—Murder and Music—ABC
 9:45 p. m.—George Barnes—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—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.—Ozzie and Harriet—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Gillette Fights—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—Popular Orchestra—ABC
 10:55 p. m.—Gems for Thought—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Challenge of the Yukon—ABC
 7:30 p. m.—Tune Inn
 8:00 p. m.—Rayburn and Finch—ABC
 9:00 p. m.—Sleepy Hollow Show—ABC
 9:30 p. m.—Saturday at the Shamrock—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Tops in Sports—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:55 p. m.—News—ABC

★ CUBS ON KWTO

Although KWTO is unable to broadcast midwestern major league baseball games because of its firm policy against carrying alcoholic beverages advertising, we have worked out a different type of sponsorship schedule in order to bring you the games of the Springfield Cubs.

These broadcasts, which began April 24 and will continue through Labor Day, are originating from the Press Box on top of the grandstand at Springfield's Memorial Ball Park. They will feature Lou Black as announcer until KWTO Sportscaster Don Dailey graduates from SMS.

Week-day games are running from 8 p. m. until completion, with the 10 p. m. newscast following. Sunday games are scheduled from 3 to 5 p. m.

Write Don Dailey's 6:15 p. m. Sportscast, sponsored by Sass Jewelry Stores, for a copy of the schedule.

Baseball fans in the KWTO area have the following sponsors to thank for these summer-long broadcasts: Dutcher-Williams Paint Co.; Edwards' Farm Store and Turkey Hatchery; Hunter 5¢ to \$1 Store; Killingsworth's; Ike Martin's; Outlet Furniture Co.; Rubenstein's; Sass Jewelry Stores; Mitchem Tire Co.; Sherwood Furniture Co.; Sullivan Shoe Store; Turner's Department Store.

HEARTBEATS

(Continued from page SEVEN)

of the haunting sadness through which we often must pass, "these many winters and these many snows."

Thomas Drier said:

"After all, when the chimney corner years come it will not be our adventures in business or our fightings with tough enemies or the money we have made that will enrich our lives. It will be the days we can remember with love. The adventures in friendship and neighborliness. The little letters we wrote to friends, the clusters of flowers we gave them, the almost insignificant acts of kindness and love—these are the treasures we lay up to warm our hearts against the bitter year."

Now, something else: Do any of you carry a buckeye in your pocket for good luck and to "keep away the rheumatiz?" I read something which reminded me to ask you. The Kiwanis Club of Boonville, Ind., met recently under a spreading buckeye tree on the Kiper farm place and put a marker there in memory of Judge Roscoe Kiper, who made the buckeye tree famous throughout the nation.

Back in 1926 the Judge started distributing buckeyes to his friends. People who got them became members of the Hoosier Buckeye League. He sent them to politicians who carried them in their pockets at election time for good luck. First the Judge gave one to Herbert Hoover and he carried it in his pocket all through his campaign when he was elected President. This news got out, and the demand on Judge Kiper for charmed buckeyes became an avalanche. (He gave them for just the postage.) Members of Congress and Governors began sending for buckeyes. The Judge is dead now and they still send to his widow for buckeyes. She sends them a little printed story about the buckeye or horse chestnut tree, as the Judge used to tell it. He stole our Ozarks thunder about the buckeye, didn't he?

Mother's Day comes this month. I wish all mothers a happy day with their loved ones and I send my love to them. And to the grandmothers too. Sermons will be preached for them and songs will be sung and cakes will be baked, and Mother deserves it all . . . It is her day. And the Ozark poets will start like a spring freshet, writing poems to Mother; But let them alone. Let them sing all the songs they can for mother and keep making poetry for her. She will love it whether anyone else reads it or not.

The human heart loves to write poetry,

INQUIRING REPORTER

Bettie Low: What is your idea of an ideal way to retire and spend your old age?

June Carter: I would like to have lots and lots of money and travel from one vacation spot to the other just soakin' up sunshine, ridin' horseback, and, as we say in Virginy, "eatin' off the top of the hawg." One thing sure though, I wouldn't stop singin' and gabbin' till my voice gave out!

Doc Martin: Well I haven't seen much of the world, so I would like to do some travelin'. But most of all, I would just like to take a good long rest in the Ozarks, on a pretty little farm by a stream and spend my spare time making electric guitars for young kids trying to get a start in radio.

Joe Slattery: Mary and I would get a nice house trailer and new car and travel very leisurely through the country, stopping at every golf course!

★ OZARKOLOGY

Uncle Carl says that everytime he hears city slickers sayin' how funny we look, "I jes wonder! If every one of them high-collered, fly-weight dudes had sense enough to set down to a big dish of turnip greens, poke sallet and hawg jowl, he might sweat enough of that talcum powder off to look a little like a man!"

and what a pity we can't all write good poetry. It is one of the great emotions of the human race. What stark truths are uttered in poetry! What sermons are preached, what mountains of thundering facts! Since the beginning of recorded history, poets have starved in attics and died of broken hearts because no one bought their fragile wares, which to them were their very heart's blood. It is one of the tragedies of all time. And yet their songs live on, marching down the centuries, when all costly baubles and the gold of Ophir are lost or perished. What would the world be without poetry? The same as it would be without music and temples and cathedrals and little children and birds . . . and mothers.

And so I am thinking, this month, of mothers. Mothers who will receive, on Mother's Day, telegrams and letters and candy and flowers and gifts. Mothers who will wear orchids on their breasts to a gay fiesta, and mothers who will wear crosses in their hearts to an altar, to pray. It's a big, big, world!

Goodbye and all my love.

2ND PRIZE WINNER

A. R. Thurston, Concordia, won second prize in the Dial "Lucky Subscriber" Contest with this entry:

I like to listen to KWTO because . . . "its rich variety of programs constitute the **F**irst word in world and local news, the **G**ood word of Bible teaching, the **A**dvance word of profitable farm and home practices, the **L**ast word in wholesome entertainment, and the **B**uy' word of the best bargains to be found anywhere."

THE SPOTLIGHT

(Continued from page SIX)

From the time he first plunked his guitar over the air, Lexie has been playing with some mighty fine network artists. He was on Mutual network for four years with an act called the Shady Valley Folks, besides doing stints on KXOK and WEW, St. Louis. Among the luminaries who have worked on his programs in the past are Eddie Arnold, The Buckeye Four, Jack Dunnigan (now with MBS in New York), and Johnny Hill.

In 1943 Lexie came to KWTO with his own band, the Ozarko Rangers. He left here when he was drafted into the infantry for a "boat ride" that got him as far as the Philippines. After the war, Lexie went back to school and was graduated from McKinley High School, St. Louis. He also attended the Ludwig School of Music there.

"I couldn't read or write a note of music up to then, and I figured it was about time I learned how," Lexie remarks. "But still—no violin."

Lexie's phrasing of a song is best compared to that of Pinza singing the tunes from "South Pacific," although his baritone is decidedly **not** operatic. However, he sings each word and phrase exactly on the note for which it was written, without flattening, sharpening, shading or adding other crooner-like curlicues.

He married pretty Dorothy Margaret Hutter, whom he met at a dance, seven years ago. His two children, James and Lexie Leola are staying, at present, with his parents.

He's quite a baseball fan. "Used to pitch in high school. I wasn't too good, although I could get 'em across the plate now and then," he modestly points out. In fact he's such a baseball bug that he used to transcribe his radio show so he could see his favorite St. Louis Cardinals play! And don't get him started on those Redbirds, because he'll talk your ear off.

Lexie is also heard on the Farm Hour and is custodian of KWTO's transcriptions.

LOOKIN' AT YOU

... BY FLOYD SULLIVAN

To my way uv thinkin', th' month uv May is one uv th' purtiest times uv th' year down here in th' hills uv South Missouri an' North Arkansas. 'Course, that may be 'cause my weddin' anniversary comes up in June, remindin' me each year uv a lotta things like to think uv.

Anyhow, back when I wuz a young'n growin' up down in th' hills an' hollers uv Christian County, th' first day uv' May wuz th' recognized date fer sheddin' yer long underwear an' takin' off yer shoes an' stock-in's to go barefooted. 'Course I'm talkin' 'bout us kids. Most uv th' grownups didn't go barefooted, only now an' then, an' they had to keep wearin' lighter underwear plumb thru th' hottest part uv th' summer!

Now as I recollect, in our neighborhood, it wuz th' boy young'ns that got th' breaks on th' first day uv May, 'cause we didn't wear nothin' frum then on 'til first frost but a pair uv bib-overalls an' a jumper with brass buttons on it. Th' girl young'ns had to wear bloomers under their calico dresses (an' sometimes th' dresses wuz starched so stiff they rattled like wrappin' paper), an' they had to wear hair ribbons, too. Girl young'ns—then as now—had it sorta tough, 'cause their folks wanted 'em to look purty so as to catch 'em a feller an' marry 'em off as quick as they could.

We useta make May baskets outa ol' pasteboard boxes, cover 'em with colored tissue paper, fill 'em with wild flowers—like Sweet William an' violets an' buttercups—an' leave 'em on th' front porches uv folks we liked, after knockin' on their doors on th' night uv May th' first. 'Course, us kids always run an' hid in th' brush after we knocked on th' door, so when our neighbors found th' flowers they might figure somebody they hadn't been too friendly-like with had left 'em, an' they'd start neighborin' with 'em again.

A lotta times we left May baskets at th' doors uv folks that didn't like young'ns, er even dogs an' cats—er other things, like blue-jays, cat-birds, woodpeckers an' crows, that's always makin' a heap uv noise. It sounds sorta funny, but some uv them folks tore up th' baskets an' throwed th' flowers away. Some, though, I recollect, wiped their eyes, blowed their noses an' held th' flowers close to their hearts, sorta pitiful-like, as if they'd 'most fergot there ever wuz a first of May.

DEAR DIAL:**QUESTION COLUMN**

Q. Does Helen plan on leaving the Carter Family now that she is married? Where are she and her husband living? (Mrs. A. S., Mansfield, Mo.)

A. No. Glenn and Helen are making their home with the Carters.

Q. Is Lexie White any relation to Bob White? Is Junior's wife expecting a baby? Is Mother Maybelle the girls' real mother? (L. C., Sparta, Mo.)

A. Lexie and Bob are no kin. The new Haworth baby arrived late last December, is a boy. Yes, Maybelle is the girls' mother.

Q. Where were the Carter girls born and raised? Do they own a home there? What High School did Anita go to? (J. C., Stockton, Mo.)

A. E. J. Carter took his bride, Maybelle, to his home in Mace's Springs, Va., when they were married, and the girls were born there. They own a home in Richmond, where they were on the air for several years. Helen attended schools in Richmond, Hilton, Va., and Nashville.

Q. Could the Hadens have a musical program once more? (L. G. R., Republic.)

A. Mary Elizabeth and Junior are married and busy with their own affairs, the younger children have their school work, and Carl has no plans for bringing the family back to radio at the present time. He feels they've earned a little rest!

Q. Are George Earle and Slim related? When will you feature Mother Maybelle in the Spotlight Column? Is Slim older than Aunt Martha? When will you run a picture of the Haden Family? (L. L., Brunswick.)

A. No, our two "Wilson's" are not related. Mother Maybelle and the girls were in the Spotlight last November. Aunt Martha is older than Slim. We'll try to picture the Hadens in a few months.

Q. Where is Carl Zomar? What has happened to Goo-Goo? (C. W., Crane, Mo.)

A. Last we heard, Carl was in Denver, and was very successful at transcribing and selling programs to stations throughout the country. Goo-Goo has been in California and returned a few weeks ago to Springfield.

Q. How tall is Chet Atkins? Can't we have pictures of Doc Martin's and Joe Slattery's families? (L. McG., Lynchburg.)

A. Chet says he hasn't measured since 1945, but thinks he's six feet tall. We try to cover every KWTO family once a year, so these will be along in due time.

Q. Will you please put in pictures of Hank Williams and Rex Allen and their ages, if they are married, whom they record

WHO ARE THEY?**... NAME THE STARS**

If you've been a Dial reader for a couple of years, and your memory is keen, then you'll know almost at once who these people are. The first 20 correct guesses to reach the Dial office will be numbered, Assistant General Manager Leslie Kennon will draw a corresponding number from the pot, and that person will receive an autographed picture of his or her favorite KWTO star. It is fairer to all to hold a drawing, since some readers receive their Dials a day later than others. Now, start thinking:

1. A little 12-year-old girl from Kansas came to visit relatives, and took quite a shine to the 11-year-old boy next door when he asked to take her to the movies Saturday afternoon. The only hitch was—he bought the tickets, handed her one, and let her go in by herself so the other boys wouldn't tease him about having a girl. You hear him on KWTO every day. Who is he?

2. This KWTO "character" used to be in the tire business, and was once celebrated in advertisements all over the country as part of an early radio act called the Rubber Twins.

Answers to last month's quiz, Joe Slattery (from Little Rock) and Bill Bailey (from Oklahoma), were first sent in by these:

Mrs. Frank J. Pfitzer, Verona; Mrs. Herman Disheroon, Green Forest, Ark.; Mrs. Ernest McGuire, Plato; Carl Crank, Mountain View; Mrs. Florence Still, Bentonville, Ark.; LaVerne Stephenson, Berryville, Ark.; Mrs. Lester W. Sisney, Pontiac; Mrs. Ada Keck, Purdy; Geraldine Akin, Mountain Grove; Etta Molder and Mary Bayless, Springfield. Each can send a complimentary copy of *The Dial* to a friend by writing us that friend's name and address.

for? (Mrs. C. E. J., California, Mo.)

A. So sorry to disappoint you, but *The Dial* has neither space nor facilities for featuring personalities outside the Ozarks region. Williams records for MGM, Allen for Capitol.

In answer to M. P. H., Stella, Mo.: Won't you please give full name and address for answers to extremely personal questions? Billy is the only child of George and Alice Rhodes. Some of these days, Reuel will get a big picture of Shoo, as you request.

Q. What musical instrument is used on the Sgt. Preston program? (Mrs. M. K. A., Keltner, Mo.)

A. A full orchestra plays the theme of this program, *Challenge of the Yukon*.



★ THE PASSING PARADE — KWTO PHOTOGRAPHS BY REUEL HAYMES

Above—Another picture of the Carter Family and Chet Atkins for their fans: Back row, June and Chet; front row, Anita, Mother Maybelle and Helen, the newlywed. Biederman's, MFA Mutual Insurance, Red Star Flour, Hadacol are Carter Sponsors. Below

—Although Happy Hollis Warren, KWTO's singing shut-in, is a self-taught guitarist, this picture will tell you where his inspiration came from: His mother also plays guitar. They try a duet together with sister Maretta Sue and her Pekingese for audience.

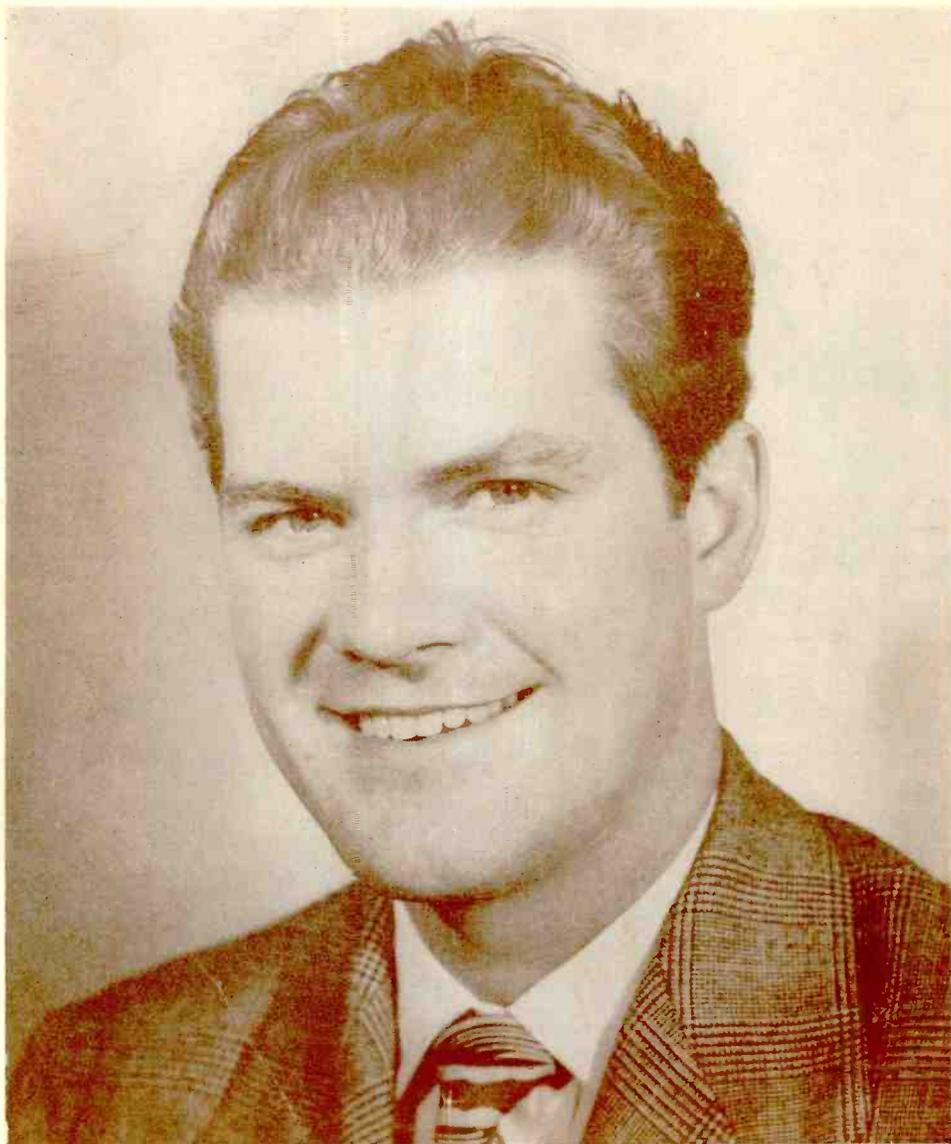
LYLE HOLDER
MARIONVILLE, MO.

4-51

Sec. 34.66 P. L. & R.
U. S. POSTAGE
PAID
Springfield, Mo.
Permit No. 753

Return Postage Guaranteed

Box 1217 SSS Springfield, Mo.



★ PORTRAIT OF THE MONTH — HESINGTON, THE "JOISEY HILLBILLY"

From KWTO President R. D. Foster right down through the ranks, Chuck Hesington's co-workers are of one mind about him: "One of the finest, most likeable lads I've ever known," is what they all say. Chuck's smile is so quick, his manner so sincerely friendly, that he's a constant joy to have around. His schedule is a full one: Mornings, classes at Drury College; afternoons at KWTO from

1 to 7 for announcing duties that include the 4:15 markets for Union Stockyards, and the 5:15 Newsettes for People's Furniture Co.; nights, study. Bunny, his lovely wife, keeps almost as busy, gardening, making Chuck's shirts and clothes for six-year-old Bonnie Sharon and two-year-old Craig Charles. Chuck hails from Camden, N. J., but he seems as Ozarkian as any of your neighbors!