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The KWTO DIAL

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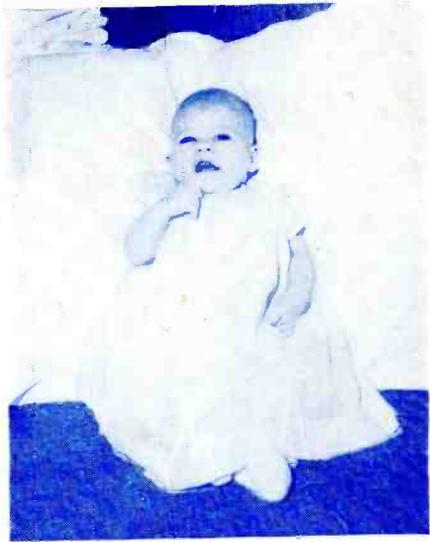
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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

If the numbers 8-50 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.

★ COVER STORY

The cover story should be self-explanatory but, just in case, be sure to read Charley Williford's column "Fair and Warmer"—little devils, aren't we? To which we'll add. "C. C. is a darn good sport."



★ BABY OF THE MONTH

"Gosh" looks as if ya' could let a fella' take his afternoon siesta without flashin' those blame lights in his face" . . . Meet the newest addition to the KWTO family—born May 27th and the baby son of Doris and Carl Haden, Jr. His name? It's Donald Lee Haden . . . 8 lbs. 7 ounces, brown eyes, all boy . . . Isn't he a dandy?



HAPPY BIRTHDAY . . . TO US! Don't tell us you'd forgotten—The DIAL's NINE years old come August 15th. We can't honestly claim this as a picture of our birthday cake but . . . well, we did want to remind you. This luscious looking (and

tasting) pastry was a gift to the Goodwill Family by the women of the Ladies Aid of Reeds, Mo. Reaching in anticipation we find, (l. to r.)—Zed Tennis, Everett Baty, Edna Boyle, Bettie Low, Ruth Sherwood, Aunt Martha Baty and George Rhodes.

PREVIEW OF NEW KWTO . . .

RADIO HOME HAS
THAT NEW LOOK



LATEST IN BROADCASTING EQUIPMENT
PART OF KWTO MODERNIZATION. RADIO
HOME SOON TO RE-OPEN FOR INSPEC-
TION AND YOUR REGULAR VISITS.



Who was the fellow that said, "all things come to him who waits?" Not that it makes any difference, only we're pretty sure he had us in mind when he made that statement. Come November, it will be two years since KWTO first started on its complete remodeling and modernization program. Now, with the end in sight, we sit back, marvel at the changes that have been made, enjoy working with the most modern broadcasting equipment . . . thank our lucky stars we had **someone** like Chief Engineer Fritz Bauer to plan and ride it through to conclusion . . . and with enthusiasm we exclaim, "Boy, are we PROUD!"

It's no cinch to completely remodel a broadcasting station, offices, studios and all studio equipment, and at the same time maintain a complete broadcast schedule, with few hitches in plans anywhere along the line. Yet that's just what KWTO's fine staff of engineers accomplished for us, and within just a few weeks we'll be saying, "Come see us and our new radio home! There may be fancier studios, but no more efficient and up-to-date equipment is found anywhere."

That's Chief Engineer Fritz Bauer at the main controls of the new Western Electric Control Board, up there in the left-hand corner of this page. The boys who work behind the scenes, twist the knobs and see that KWTO's many programs go in the proper microphones and come out through the proper amplifiers with fidelity of reproduction really appreciate this piece of equipment more than we do. But stop to consider its streamlined beauty. Then consider the fact that it handles a multiple choice of 15 incoming channels of program material (network, transcription, tape or re-

mote originations). Consider its complete "talk-back" and monitoring facilities and the fact that without it, being on the business end of a mike, with hopes of your voice getting anywhere would be pretty futile. Then you can appreciate more than its monetary value. Some \$5,000 covers this control board and its allied speech-input equipment.

As old Capt. Henry of the river showboat used to say, "That's only the beginning, folks . . . only the beginning." On the opposite of the page you find Asst. Prog. Director and Chief Announcer Joe Slattery at the new announcer's work bench. It is from this compact and efficient set-up that the announcer on duty directs the entire station's broadcast activities. That's not a phantom hand shaking a black stick under Joe's nose, but one of the latest-type dynamic microphones. This Electric-Voice creation is cylindrical in shape, a little over one inch in diameter and approximately eleven inches long. Its unconventional appearance has caused no end of amusement around the station.

On either side of Joe you can see our two new transcription (recording) turntables. These machines, built by RCA, faithfully reproduce mechanical recordings at 33 1/3, 45 or 78 revolutions per minute, and these may be either micro-grooved or

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INSIDE AT THE STUDIO . . .

DAILEY'S DOINGS OF
KWTO PERSONALITIES

New cars are numerous around the radio home this summer. Since June **E. E. Siman, Jr.**, of Radiozark Enterprises, **Al Stone Junior Haworth**, **Doc Martin**, and "your's truly" have jumped off the deep end and invested in new gas-buggies. Junior and Doc are sporting new convertibles. One's a bright red and the other a shiny black: (and dog-gone-it, girls, both of the boys are married.)

Change of address for three KWTO families; (all in the announcing department, too—looks like those fellows could pay their rent). **Joe, Mary**, and **Jim Slattery** have moved to a new abode on South Kickapoo. Joe says it's swell but complains that Mary kept him busy all during his vacation, painting, papering, waxing and polishing. Who said it's a man's world? **Chuck, Bonnie, Bonnie Sharon** and **Craig Hesington** will soon be occupying a residence in the Oak Grove addition. Chuck did a lot of work in his garden at the old place and the Hesingtons sorta' hate to leave it all behind . . . especially that swell strawberry patch. **Paul Adams** and wife can be seen any day now working like a couple of first class furniture revampers in preparation for moving into their brand new home on East Elm. (There's other work involved too, see "pic" in Panorama Sec.) But, back to the story: it seems **Nadine** decided that Paul should apply some elbow grease as well as wax to some of her lovely antique furniture before setting it in place in new surroundings.

Welcome visitors during the month of July included **John E. Pearson** and his charming wife **Terry**. John is now head of the John E. Pearson Company National "Reps" and handles all of KWTO's national advertising but, there are thousands here in the four-state Ozarks who remember him as just plain Johnny, popular member of the radio family. (See "Passing Parade" for "pic"). **Bill Ring**, just as big as life, and twice as hefty, was also back home for a visit. With Bill for the first time since the Rings moved to Texas was **Thelma** (Mrs. Ring) and the boys, **Carl** and **Billy**. (Boy, these kids have a habit of growing, don't they) (See "Passing Parade" "pic"). Lady Luck has really been riding with Bill and family and it makes quite a story. A few weeks back Bill traded for a new Buick to be used both in work and as a family car. Thinking it quite a concession and realizing the dent such can make in the pocketbook Bill took off on the territory and put his nose to the business grindstone.

While he was away **Thelma** played a game or two of Bingo, which was part of a Houston promotion and advertising project of the fair and growing city. The grand prize offered—a new Buick. You guessed it . . . **Thelma** won. Imagine **Bill's** surprise to come home and find two Buicks in the garage where he had left only one. Now all he's got to worry about is who's going to furnish the gas to keep both in operation. Of course, it's a worry one finds easy to take.

Passing cigars and beaming parental pride the fore part of July was our good friend **George Morgan**. George came to Springfield July 6th for a regular Robin Hood recording session and that was just two days after his wife **Anna** presented him with a dandy baby girl. It's understandable that July 4, 1950 will hold even more than usual significance in the Morgan family. The charming Miss has been named **Candy Kay** in recognition of the hit tune "Candy Kisses" that gave George his first break. Cute, eh? We're bettin' this newest "Candy" will ever be the sweeter of the two. The Morgans are now at home in Barberton, Ohio.

INQUIRING REPORTER

Bettie Low: How do you manage to keep cool in the summer when the thermometer hovers around and even above that 100 degree mark?

Penny Nichols: I DON'T! The best I can do is stay in the tub as much as possible, and you don't have much time for that with a baby the age of mine.

Lexie White: It's very easy. Just think about how cold it is in the winter time with ice and snow on the ground and before long you'll be just as nice and cool as a cucumber—(or ready for the booby-hatch!)

Junior Haworth: It's not the love of work that makes me want to stay in these air-conditioned studios all summer! When I'm at home, all I can do to avoid the heat is wear as few clothes as possible—T-shirt, trousers, and—NO Shoes!

Lloyd Evans: The heat never bothers me, but if it should—I would just try to confide all my work to the shade.

Aunt Martha: I usually don't! The best I can do to avoid the heat is to take a book and go down to my "almost-too-cool" basement. But even that doesn't help much since it seems twice as hot when I come out.

YOUR RADIO PASTORSIXTEEN YEARS
SERVICE ON KWTO**(EDITOR'S NOTE:)**

This is the first of a series designed to acquaint you with the men who bring God's word to thousands of KWTO listeners. Their's is a place of honor on our schedules and we salute them with great respect for their chosen work.

REV. FLOYD HITCHCOCK

June 18, 1950, marked the 16th anniversary of the Rev. Floyd Hitchcock's first broadcast over KWTO. These continuous years of ministry over the air by this sincere man certainly merit his choice for the first of this series.

Floyd Hitchcock was born in Hillsdale, Iowa, 50 years ago. He was converted when he was eight years old at Cherryvale, Kan. When he was 13 his father moved the family to Ava, and it was there that Floyd grew up doing such common place tasks as sawing logs, carrying slabs from the saw mill, and hauling railroad ties and cordwood to the market. He worked in his father's grocery store and later in his canning factory. He finished high school at Ava, taught school for two years at Possum Trot in Taney County, and then went to Taylor University to continue his studies. While at Taylor he became interested in missionary work and consecrated his life to the missionary cause.

In 1923, Floyd Hitchcock married, and with his bride of three weeks went to Tokyo, Japan. There they worked for six years with the Oriental Missionary Society in Japan, Korea, and the borders of China. In September, 1929, when the Hitchcocks returned to the states, there were five in the family. Three of the eight living Hitch-

cock children were born in the Orient. The return home was to have been a furlough, but conditions which later brought on the war with Japan, health problems, and the depression, all worked together to hinder their return. The Rev. Hitchcock was ordained for the ministry in 1929 and took up pastoral work at Mountain Grove, Mo., in 1934.

It was at this time, through an unexpected contact with representatives of KWTO, that Floyd Hitchcock started his broadcasts over the Springfield station. His air work began with a series of talks in which he gave a consecutive account of his travels and experiences in Japan, Korea and China. When the series was completed, Mr. Hitchcock continued with a series of Bible lessons which were known as "The Hitchcock Bible Lectures." It was not until some years later that the name of his program was changed to "Faith of Our Fathers."

As a result of these early broadcasts, and the growth and expansion of Rev. Hitchcock's ministry over the air, through the printed page and in person, the "Faith of Our Father's Programs" has become a well-organized, fully incorporated work. Now, in addition to broadcasting twice daily over KWTO, (5:45-6:00 a. m., Mon. thru Sat.: 4:45-5:00 p. m., Mon. thru Fri.; 8:49-9:00 a. m., Sat., and 7:00-7:30 a. m., Sun.) Rev. Hitchcock publishes "The Gospel Messenger" (over 10,000 copies are distributed monthly to contributors to the work). He also conducts all-day Sunday meetings in churches, school houses and public auditoriums throughout the radio territory. For a number of years Rev. Hitchcock traveled by automobile to these appointments, but this limited his meetings to about 125 miles in every direction, for he had first to make his Sunday morning 7 o'clock broadcast, and then was left only about three hours driving time to arrive at a given destination for the 11 o'clock morning service. The problem was solved when he obtained a Piper Cruiser airplane for traveling to such appointments. This was used up to the beginning of World War II. The plane was then sold, and after the war replaced with a two-place Taylor-Craft which is still used—"Good Ship Emmanuel."

Rev. Hitchcock's radio work was also expanded through the years with Bible broad-

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PORTSIDE PATTERN

BY GEORGE EARLE

I slipped out to the Radio Hut for a soft drink the other afternoon, picked up the newspaper and added a few words to the unfinished crossword puzzle. In walked one of my bosses, Art Johnson, and an odd feeling of guilt swept over me. Wonder if he thought I'd been sitting there for maybe a half-hour working that puzzle, when I should have been at my desk writing copy? I gulped my soda, made an inane remark about somebody starting the puzzle and leaving it; said I couldn't be bothered either, and hastily took leave of Ye Rendezvous and made tracks back to my cubbyhole. Gosh, I wonder if I paid for that coke?

The other evening Rickey invited me to slip off my shoes and sox and join him in scampering over the backyard lawn. I soon found out I couldn't take it any more! My feet are sissies now. Once I could run over rocks, glass and tree roots with seldom a cut or bruise. Wonder what became of those callouses? I didn't tell Rickey, but I could hardly get my shoes on the next day, and I walked like I was on thin ice.

My nomination for the most sincere and personable smile at KWTO is the one that brightens the face of our building custodian, Orville Price. The Goddess of Luck must like Orville, too. It appears he's always winning things. Among his most recent prizes is an almost new car. He also won the mail-estimate contest conducted by KWTO employes. He's the kind of guy no one could begrudge winning any kind of prize.

The prize pun of recent weeks is credited to Selby Coffeen. Upon our return from a man-on-the-street broadcast with operator Fred Dietrich, I noted Fred was lumbering up the steps in a very fancy pair of boots. I inquired of Selby, "What's Fred wearing?" Came the pungent pun, "He's an orchestra leader!" I'll buy that one.

Pat Baumann of my continuity staff wins the crocheted whale booties for this one: Upon observing the pictures of Lonnie Robertson and Eatherham on the cover of The June Dial, Pat looked puzzled. "Well, that must be Lonnie Robertson, in the old man get-up, but who's the dressed-up fellow playing the part of the game warden?" Gee! It must be the heat wave pressing in from Rolla!

LOOKIN' AT YOU

BY FLOYD SULLIVAN

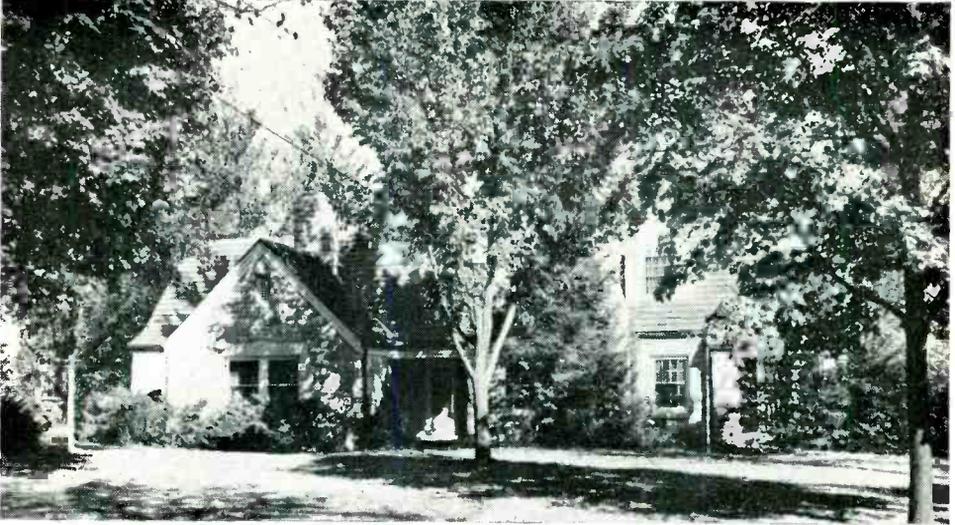
Th' month uv August has done come, bringin' Dog Days with it. I never have had a hankerin' fer August, 'cause I'm plum skeered of Dog Days—when the snake-feeders start skimmin' 'round over the surface uv th' crick an' th' water moccasins an' copper-heads start sheddin' their skins.

When a feller goes fishin' er frog huntin' durin' Dog Days, he's gotta keep an eye peeled fer snakes, 'cause when the're sheddin' they've got scales over their eyes an' can't see good enough to git outa yer way always. So apt as not they'll jest lay there in th' weeds er willers an' strike 'bout th' time you step on 'em. There's been a heap uv folks snake-bit in these parts, jest that way.

Another thing 'bout Dog Days is, yer hounds is apt to get runnin' fits an' froth at th' mouth. You can't always tell whether they're mad er not—an nobody wants to shoot a good hound if he's jest got heat-sprints an' ain't plumb downright loco. It's mighty hard to tell sometimes whether a dog's got hydrophobia er heat sprints. You've jest got to tie 'em up fer three weeks, so they can't bite th' stock, an' wait an' see. 'Course you're mighty apt to git bit while you're tryin' to tie 'em up, an' that's another thing.

It's mighty bad business gettin' dog-bit durin' Dog Days, 'cause there ain't many mad-stones left in these hills anymore. Seems like they sorta disappeared mighty nigh overnight after these new-fangled doctors started shootin' folks in th' arm with some kinda syrup when they git bit. Folks in these parts seem sorta lost faith in mad stones—but not me—I still believe in 'em—jest like I do th' signs uv th' moon—in spite uv all Charley Williford's contrary talkin'.

Back when I was a young'n, growin' up, I got bit by a dog durin' Dog Days an' Ol' Granny Perkins, over on Terrell Crick, put a mad-stone on th' bite—an' it stuck. That proved I had hydrophobia all right, but that mad-stone stuck right there 'till it drawed every last mit uv th' pizen outa my system. 'Course, I never got plumb over it, but I've managed to get along, an' ain't no crazier than a lot of fellers in Washington . . . "D. C.", that is.



COME RIGHT IN BEULAH NUNN VISITS WITH THE JOHNSONS

"Say, would you like to write a column for the Dial this month?" says Bill Bailey to me. "Why, yes I say, just as matter-of-factly as if I wrote an article for the Dial every day . . . and twice on Tuesday. I wasn't quite as sure of myself as I appeared to be. But since faint heart never won fair lady, or wrote a Dial column, it seemed the better part of valor to go ahead and try it. And what a pleasant assignment I got! It fell my lucky lot to do a "Come Right In" column about June and Art Johnson's house, which I am convinced, is one of the most attractive houses in Springfield. In case you haven't met them, Art is Mr. C. Arthur Johnson, Vice-President and Treasurer of KWTO . . . and June is his small and very charming wife.

The grace and hospitality of the Johnson home, at 1300 South Delaware, makes itself felt even before you enter the door. It's there in the velvety green lawn dappled with the shade of the Johnson share of Springfield's beautiful trees. You feel it as you start up the broad flagstone walk which is flanked by low, spreading evergreens and curves from the corner of the yard to the front door. It's a picture-door, that entrance—wide, well-proportioned, its brass knocker and fittings shining against its white surface. It's a friendly door giving entrance to a friendly house, exactly right for its blended English stone and Cap Cop construction. You press the doorbell and listen with pleasure to the musical chime before the door is opened wide in welcome by

June Johnson herself. And as you enter, you immediately feel the charm and livability that fill the whole house. You know that this is a lived-in, well-loved home.

The room arrangement of the Johnson home is ideal. To the right, as you enter, you see the spacious, beautifully proportioned living-room from where you see the dining-room through a wood-paneled arch. To the left of the entrance is the den, a favorite room of both the Johnsons. On this side too, is the small hall leading to the powder room and the double-garage, which is a part of the house. A curving, carpeted stairway takes you upstairs to the big, master bedroom and bath, and the guest-room. The whole house is furnished with authentic period pieces, many of which came to Art and June from both their families from 'way, 'way back. The graceful, tufted Victorian sofas and chairs in the living-room . . . the rich walnut table and period chairs in the dining-room . . . the needlepoint and hooked rugs provide the theme for the soft, restful colors and the richly patterned wallpapers throughout the house. The kitchen, however, is completely modern. And the breakfast-room is papered in a fascinating design of small figures straight from the farm—red barns, white sheep, little orange pumpkins, small, straw-hatted farmers in blue overalls . . . all effectively patterned on a gray background. June, who obviously finds her breakfast nook walls as interesting as everyone else does, says the paper was chosen (Continued on page THIRTEEN)

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

The rather undignified pose of "yours truly" in the cover picture of this month's Dial might be titled "Giving the Weatherman the Hot Seat" or "Out of the Frying Pan into the Fire." The allusion, of course, is that I am being tortured by my own hot weather and, as misery always loves company, it was thought such a picture would meet with popular appeal in seeing me simmer with the public in an Ozark month of August, normally one of our hottest summer months. In addition to the pained expression and the mopping of my fevered brow, you will note that I am pointing to the cool Missouri Ozarks, where in reality the summers are not too hot as a rule and where hot summer nights are practically unknown. Now I'm not dressed merely in my shorts, as some may surmise, but my habiliments consist of a pair of pants made out of ordinary gaberdine, cut short, especially for fishing, and a T-shirt.

Incidentally, this picture might be, in a way, a real contribution to science, especially those who may claim that man sprang from the monkey family or the anthropoid apes and in my case advocates of the Darwinian theory can point to this picture and quickly say, "C. C. didn't spring very far." But getting right down to cold facts (or is it "hot" facts) in the case, the picture is really timely for in being the weatherman and directly responsible for everyone's personal comfort, I am generally in the frying pan, on the grill or especially in "hot water" just because the weather did not turn out to suit somebody. Naturally, no one, even if he could control the weather, could please everybody for chances are that out of every hundred people, at least ninety-nine of them would be wanting a different brand at the same time. That is why I do not believe in praying for rain or praying for rain to stop.

Why if we could get the brand of weather each one wanted by just praying, the Good Lord wouldn't know whose prayer to answer and then surely things would be in a mess trying to please everybody at the same time. For example, back in those terrible hot-dry and dusty summers of 1934 and '36, when corn and other crops were wilted to a cinder or else ate up by grasshoppers and the thermometer daily would soar to the upper 90's, then to 100 or higher for days at a time, culminating in record breaking 106 degrees for Springfield and even hotter all around and about, there were some people who hoped the drouth and heat would continue. On the other hand, Ozark farmers,

would scan the skies hoping for the slightest sign of rain and many were on the verge of going to their God in sincerest prayer asking for showers to refresh their crops and save their perishing livestock. Here in Springfield a certain manufacturer would call my office daily with the query, "What's she going to do today C. C.?" My reply was "continued hot and dry with afternoon highs well above 100"—to which my inquirer would reply gleefully,—"Hot darn—that's the stuff, pour it on 'em—I'm selling ice." Yes, perhaps it's really best that man cannot control the weather for if he could, the life of a weatherman would be far wose than mine. Although most of my fan-mail is highly commendatory and I treasure hundreds of fine letters representing every walk of life, every once in awhile I get a sharp stinging critic. As a matter of fact, everytime I open my mouth I get "my foot into it" all due to somebody being displeased with the brand of weather, no matter whether it is good or bad. It's on those few occasions when the forecast is a complete "bust" or just the opposite of what is predicted comes true that the most opprobrium is heaped upon me by Mr. John Q. Public in general.

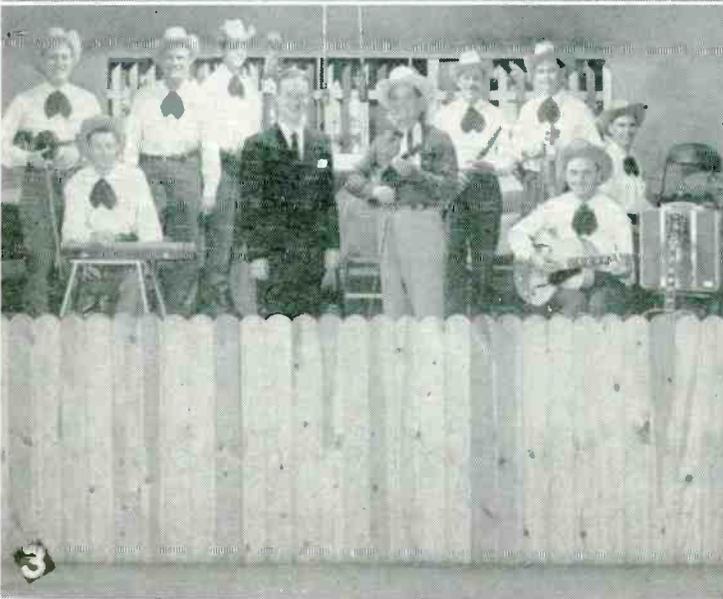
Probably the most trying of all my public contacts are those who instead of greeting me with a "good-morning," "how-do-you-do," or any of the usual salutations exchanged between friends, as many as fifty times a day I am supposed to give my personal opinion on the question, "What's she going to do today?" or "What will today's weather be?"—to say nothing of all kinds of silly jibes shouted at me from passing automobiles or by acquaintances from across the street—like, "Think it will snow today C. C.?", and so on ad infinitum.

When a miss is highly evident it is then when the quires are filled with touches of sarcasm and irony. Naturally, being a public servant, I must be courteous at all times no matter how trying the circumstances and no matter how down right insulting one may be, whether sincere or in a joking way. My answers must always be disarming. This recalls the incident of the little old man running in the rain to catch a bus—he was neat, unassuming and looked as though he could have been a retired minister or at least a deacon in his community church. Surely not the type that would bawl out the most discourteous offender. The bus driver saw him coming but instead of waiting a second or two, he slammed

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REUEL HAYMES' FLASHES IN THE KWTO PANORAMA

1. KWTO's Sales Mgr. Ray Keltner and wife Othello do a bit of practice packing prior to a vacation in sunny California. Ray won the trip in an ABC Co-Op Sales Contest and will be the guest of Edward Arnold, movie star and star of the American Broadcasting Company's popular "Mr. President," heard over KWTO each Sunday afternoon.
2. There's no prouder young lady in the KWTO radio family than our charming receptionist Miss Myrtie Dean Little, and it's all due to her new PBX board. It's a part of KWTO's modernization program and no more modern phone equipment is to be had. Here's Myrtie, displaying the new tool of her trade and, with a big smile, greeting you: "KWTO, may I help you?"
3. Here's that swell musical aggregation Johnnie Lee Wills and his boys, now heard regularly each weekday afternoon at 3:45 over KWTO. This new series started July 24th and is sent you with the best wishes of Red Star Flour.
4. During a recent Robin Hood Hoedown recording session practically every member of the KWTO family was made a present of a five pound bag of Robin Hood Flour. Here's KWTO's Assistant Manager Les Kennon, John Mahaffey of Radiozark Enterprises; Jean Scherner, Radiozark secretary; E. E. Slman, Jr., Radiozark manager; Al Stone, recording engineer; Jean Kappell, promotion manager; Joe Slattery, KWTO assistant program director, and Ted Parmenter, Robin Hood salesman who made the presentations.
5. The Adams', Paul and Nadine, find that there are numerous chores to be done even before moving into a brand new home. They've been spending all spare hours at their beautiful new residence on East Elm here in Springfield, and one can appreciate it's being a labor of love.



HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, Friends!

The month of August is here. So far, we have had no summer, and as I write this it is just about cold enough to freeze the egg on my Uncle Bud's whiskers! I remember our old friend John Butler of Galena of my girlhood days. He went to "California" to live. He thought he was going to strike warm and balmy weather, but like most folks who go to California in the summer time, he nearly froze all the time, only right at high noon. He ran across my brother in Los Angeles. John was a man of few words, but he did say:

"Well, Leslie, they have nine months of winter here and three months of late-in-the-fall." So that's what I've been thinking about our Ozarks this summer. Nine months of winter and three months of late-in-the-fall.

Well, we are pretty bewildered and mixed up since I wrote you last in the Dial. Hate is still in the heart of nations . . . Greed and aggression and war. I just thought it all over again and again last night and couldn't sleep. I wish we could have the America we had when I was a youngster. The world was bigger then. I who love America and American soil better than anything on earth, who have given my best years to the study of the American pioneer, and still hear the sturdy tramping of pioneer feet across our sweet, broad land—no wonder I dread the future and wonder what it will bring to my children's children long after I am gone. Strange tomorrows!

Every speck of war news, every radio report, colors me like a tree frog when he jumps from tree to tree. God help us, maybe we will work out of it someday. We always do.

A woman asks me to put in the Dial a very old recipe for salt rising bread. Well, I can't find mine now, but next month I'll try to have it. There was nothing like that old-time salt rising, the loud-smelling kind. They said if it didn't smell like "old sock feet" it wasn't made right. It had to send that old cheese odor all over the house and the yard while it was baking. And my, it was wonderful bread!

I'll have to tell you something funny. In the old days they made lots of it, and it has to be kept warm from the moment it is started. If it gets cold once, it is ruined. We had no steam-heated houses, hot water, electricity or anything of the sort. The process of making took all day and all night.

So the women would wrap their dough in several thicknesses of paper, then in thick wool blankets and take it to bed with them! Many a man slept with the dough at his back while the woman had the baby on her side of the bed. Sometimes they put the bread down at the foot! Just so it kept warm from body heat. Did you know that?

My mother used to get up as early as four o'clock and start her bread. We kept fire all night in a big old cast-iron box heater. At night she would wrap the bread in paper and blankets and put it in the cradle that had rocked us all, pillows underneath it and over it. Nowadays they shorten the process someway, but the bread doesn't even start to taste like salt-rising. Just a poor imitation.

Some few years ago I made some salt rising of a sort and to take to a big dinner where everyone was supposed to bring an old-time dish. A certain lawyer here in town who knew the old ways—a very noted attorney—slipped up to me and said "May, did you sleep with this bread?" I told him no, I was very modern. I kept it in warm water from the time it started, and while it "riz."

But sleeping with the bread wouldn't bother me a whit. My bedfellows are stranger than that. For instance, recently I awoke with the following: A whole raft of mail I had been reading, my fountain pen, three magazines, an eye-dropper, a crochet hook (mind you!), a fly-swatter (for I thought I heard a mosquito), a box of chocolates (which I had laid on and mashed!), the Dial and a book of English poetry. Little things like sleeping with the refrigerator, the food-grinder or a pet squirrel wouldn't bother me in the least. I'm not one of those persons who has to have my head in a certain direction, a certain kind of mattress, a night cap and hot water bottle, Vick's salve, the clock wound and the cat put out and every sound muffled, or some other fool thing. I go to bed to sleep and that's what I do!

I do like to eat candy or apples—but draw the line on crackers in bed! I have a son who eats crackers in bed . . . It's a wonder his wife doesn't leave him. But I DO lose things! Yes I'll say I do. Just now I've lost a shoe—my best shoes. If any of you find a shoe floating around it's mine!

Goodbye and I'll be with you next month, the Lord willin' and the creek don't rise or the weather freeze me into an iceberg.

**With heaps and loads and tons of love,
MAY**

CROSSWORD PUZZLE

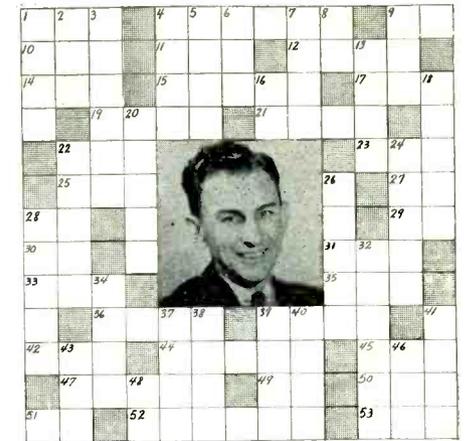
By Joe Slattery

ACROSS

1. and 4. KWTO's Assistant Manager.
9. Perform a task.
10. If you knew this you'd know how old he is.
11. Pale.
12. To regard with strong affection.
14. A Hawaiian tree.
15. General tendency.
17. Single.
19. Lunar orb.
21. Penny.
22. Short for Nancy.
23. To devour.
25. Abbr. for answer.
27. Abbr. for railroad.
28. Preposition expressing simple position.
29. Personal pronoun.
30. Note of the scale.
31. A pair.
33. Physically unwell.
35. The organ of hearing.
36. Smooth.
39. To change course.
42. Greek letter.
44. Rotating part.
45. Dog's mother.
47. Constellation.
49. A secretary-General (abbr.).
50. European Theater of Operations.
51. For example.
52. Fly who spreads sleeping sickness.
53. Regulations (abbr.).

DOWN

1. Body of water.
2. Self.
3. Sponsor of "Monday Morning Headlines".
4. Your favorite station.
5. Work for.
6. North North East.
7. Old English for Old.
8. Opposite of yes.
9. Animal's lair.
13. When you exercise.
16. North Carolina (abbr.).
18. Opposite of exit.
20. An assault.
22. City in Brazil.
24. Motorized weapons.
26. After some time.
28. On fire.
32. Roam.
34. Character from Shakespeare.
37. Greek god of love.
38. None.
39. Throw.
40. To force onward.
41. Smoke and fog.



43. To dress in finery.
46. Masticated.
48. Pronoun.

"BOOST THE OZARKS"

KWTO invites your special attention to a new 5:30 program, "Meet the Band." We hope you will share with us our mission, on this program, in boosting the Ozarks in every way we know how. Here are samples of the announcements that you will hear on this new show:

Has it ever occurred to you to ask why KWTO selected call letters that spell out, "Keep Watching The Ozarks?" It is because KWTO was planned, from the very beginning, as an All-Ozarks Station. KWTO was and is designed, engineered, programmed and beamed toward the important goal of making folks in the hill country empire we all share increasingly conscious of their blessings as Ozarkians. That is why KWTO has built up one of the largest live talent staffs in the entire middle west, using Ozarks' talent to spread the word and the feeling of Ozarks' neighborliness. That is why KWTO has one of the largest news gathering and announcing staffs in the entire middle west—to give full coverage to Ozarks' news and accurate coverage of the world at large. Join with us and Keep Watching The Ozarks.

How do you feel about the Ozarks? Do you share the pride, of which we are so conscious at KWTO. Here are things to remember about the Ozarks' story: We can boast over a billion dollar tourist industry. This region ranks with the highest in the country in dairy, and chick production. Tell your friends near and far that this is a grand place to live, to do business and a wonderful place to make lasting friendships.

COME RIGHT IN

CONT. FROM
PAGE SEVEN

because Art loves the farm. He has one of his own south of Springfield, where he spends every moment he can spare. In the summer, the Johnsons divide their time between the farm and the cool, comfortably furnished summer porch at home. And in the winter they both spend a great deal of time in the den, where June sets up her easel for the water colors and oil painting she does so well.

Like the rest of the house, the den, with its fireplace and ceiling-high bookcases, the needlepoint pieces, the colorful hooked rugs all contribute a large share to the inviting coziness that gives this room its great charm.

Speaking of charm . . . any description of the Johnson home would be incomplete without mention of the two feline members of the household, both of which have definite personalities of their own. Charlie, the huge, tortoise shell Persian, has attained a well-preserved seventeen years of age, with his teeth, his eyes and his beauty as good as they ever were. Gravel Gertie, a calico picture of contentment, is of alley-cat lineage, a stray who wandered, tired and hungry, into the Johnsons yard one day and

settled down to stay. June says she really didn't want another cat, but Gertie was so hungry and so pitiful she just couldn't be turned away. Now Gertie is an accepted member of the Johnson household, who spends a great deal of time curled up at the foot of June's bed on a folded sheet kept there for that express purpose.

The Johnson home is full of treasures—like the big, Steinway grand piano in the living-room . . . the marble mantel from an living-room fireplace, which came from an old Springfield home built during the Civil War . . . the quaint iron one in the den, a picture of balance and proportion and goodness knows how old, found by Mh. Johnson in a junkyard where its value wasn't even guessed . . . the richly carved walnut bed in the guestroom, which belonged to Mr. Johnson's grandmother . . . and so many others. But the loveliest thing about the Johnson home is its warm hospitality—the feeling you get that you are sincerely welcome. And when you leave, you feel they really mean it when the gracious owners of this gracious home say, "We enjoyed your visit so much! Please come back and see us . . . soon!"

SPONSOR'S CORNER

NEW ONES—OLD ONES
CHANGES & ADDITIONS

Commercial St. merchants—32 of 'em—are telling KWTO audiences that theirs is a compact shopping center that's hard to beat. We agree! . . . REA Co-ops are now bringing you Lonnie and Thelma at 2:45 p. m. Mon., Wed. and Fri. Aincha glad? Emcee Bill Bailey will bring farm folks newsy REA information on the show . . . Meet the Band at 5:30 Mon. through Fri. fills the demand for outstanding popular music.

New time for Walt Kiernan's "One Man's Opinion"—9:15 a. m. . . . Another Philip Morris show, that of the Ozarks' favorite, Johnny Olsen, is newly entitled Johnny Olsen's Luncheon Club . . . Korn Koblbers, sponsored by Old Judge Coffee, have been renewed on KWTO for 13 weeks.

You'll be interested in the grand premium current on the Edith Hansen program at 10:15 and offered by Perfex Super Cleaner—note stationarity with your name and address on it . . . "What's New," now 9:20-.25 a. m. Mon. thru Fri., on Sat. 10:30-.45 a. m. . . . The Azell Morris Co. is buying KWTO spots to advertise Lincolns and Mercurys . . . Old Fashioned Revival Hour returns to KWTO late this month . . . So does Robert

Montgomery for Lee Hats at 8:45 p. m. Thursdays . . . When you visit Meek's Man on the Street Show with George Earle at 12:45, join the crowds in front of the Fox Theater on the Square.

★ JULY CROSSWORD PUZZLE

1	B	2	I	3	L	4		5	B	6	A	7	I	8	L	9	E	10		11	K					
11	R	12	O	13	A	14	A	15		16	R	17	18	B	19	E	20	21	22	L	23	L	24	O	25	N
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
	O	2	N	3	Y	4	X	5		6	R	7	8	I	9	F	10	11	12	13	14	15	16	17	18	19
	K	2	E	3		4	S	5	6	7	K	8	I	9	O	10	11	12	13	14	15	16	17	18	19	
20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	
	E	2	C	3	R	4	U	5	6	7		8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	N	2	U	3	N	4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
	E	2	O	3		4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
	S	2	A	3	V	4	E	5	6	7		8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	F	2	I	3	R	4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
	S	2	O	3	L	4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
	T	2	S	3	A	4	R	5	S	6		7	8	9	10	11	12	13	14	15	16	17	18	19		
	G	2		3		4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	C	2	O	3		4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	P	2	E	3	A	4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	O	2		3		4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	S	2	A	3	M	4	E	5	6	7		8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	A	2	T	3	O	4	R	5	N	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	R	2		3		4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	S	2	I	3	N	4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
	R	2		3		4		5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	

SCHEDULE FOR AUGUST



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Goodwill Family
 6:15 a. m.—Down Home Folks
 6:15 a. m.—Farm Facts (S)
 6:30 a. m.—Haden Trio
 6:30 a. m.—Robin Hood Hoedown (S)
 6:45 a. m.—Down Home Folks
 7:00 a. m.—Penny Nichols
 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
 8:15 a. m.—Lexie White (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanaires (S)
 8:45 a. m.—Rev. Hitchcock (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Keller's (S)
 9:15 a. m.—"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.—101 Ranch Boys—ABC (S)
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:30 a. m.—American Farmer—ABC (S)
 12:00 noon—Lloyd Evans
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Navy Recruiting (S)
 1:15 p. m.—Ma Perkins
 1:15 p. m.—Guest Star (S)
 1:30 p. m.—Young Dr. Malone
 1:30 p. m.—Where There's Music—ABC(S)
 1:45 p. m.—Judy and Jane
 2:00 p. m.—Bride and Groom—ABC

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.—Treasury Show—ABC (S)
 2:45 p. m.—Down Home Folks
 3:00 p. m.—Luncheon Club—ABC
 3:00 p. m.—Tea and Crumpets—ABC (S)
 3:25 p. m.—Carol Douglas—ABC
 3:30 p. m.—Goodwill Family
 3:45 p. m.—Johnny Wills
 3:45 p. m.—Here's to Veterans (S)
 4:00 p. m.—Creamo News
 4:15 p. m.—Markets
 4:25 p. m.—Do You Know
 4:25 p. m.—Ark. Conservation Comm. (S)
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:40 p. m.—Interlude
 4:45 p. m.—Rev. Hitchcock
 4:45 p. m.—Stars on Parade
 5:00 p. m.—Jack Hunt
 5:00 p. m.—Ozark Traveller (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Meet the Band
 5:30 p. m.—Harry Wismer—ABC (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 (M-W-F)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Counterspy—ABC (T-Th)
 6:30 p. m.—Buzz Adlam—ABC (S)

SUNDAY PROGRAMS

6:30 a. m.—Methodist Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Cote Glee Club
 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.—Riders of the Purple Sage
 9:45 a. m.—Haden Trio
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—National Guard Show
 11:15 a. m.—First Baptist Church
 12:00 noon—Public Service Program
 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.—Music with the Girls—ABC
 2:30 p. m.—Music of Today—ABC
 3:00 p. m.—Cavalcade of Music
 3:30 p. m.—Through the Listening Glass
 4:00 p. m.—Luthern Hour—ABC
 4:30 p. m.—Think Fast—ABC
 5:00 p. m.—Tris Coffin—ABC

5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Speaking of Songs—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.—Cross Roads, T. Malone—ABC
 9:00 p. m.—Jimmy Blaine Show—ABC
 9:15 p. m.—Love Letters Set to Music—ABC
 9:30 p. m.—Jackie Robinson Show—ABC
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Thoughts in Passing—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—Ethel and Albert—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Spotlight on Industry
 8:00 p. m.—Treasury Show—ABC
 8:30 p. m.—Solo and Soliloquy—ABC
 9:00 p. m.—United—or Not?—ABC
 9:30 p. m.—This Is My Song—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.—Paul Whiteman Presents—ABC
 7:30 p. m.—Million Dollar Ballroom
 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.—Talking It Over—ABC
 9:45 p. m.—Robt. Nathan—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.—Dr. Riepma Speaks
 7:15 p. m.—Hollis Warren
 7:30 p. m.—Cliche Club—ABC

8:00 p. m.—Detour—ABC
 8:30 p. m.—Chandu the Magician—ABC
 9:00 p. m.—Lawrence Welk Orch.—ABC
 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.—Casebook of Greg. Hood—ABC
 7:30 p. m.—Million Dollar Ballroom
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Paul Harvey—ABC
 9:00 p. m.—Author Meets Critic—ABC
 9:30 p. m.—Rex Maupin Entertains—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.—The Thin Man—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Treasury Show—ABC
 9:30 p. m.—Steel Pier Orch.—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.—Dixieland Jazz Band—ABC
 7:30 p. m.—Million Dollar Ballroom
 8:00 p. m.—Norman Brokenshire
 9:00 p. m.—The Martinique
 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

★ POLIO WARD VISITS

KWTO staff members are continuing their happy habit of a monthly "serenade" to the children of the Burge Hospital Polio Ward. As per our prediction in last month's Dial, Lexie White visited the ward on July 6th and with KWTO furnishing ice cream for all, there was fun and song in many a small heart.

Slim Wilson will "serenade" on the evening of August 9th and the first week in September George Earle and Percy will provide merriment for the youngsters. Slim is

practicing up on all their favorite numbers and George plans to take along magic galore. "Polio Serenade" is an assignment cheerfully and gratefully accepted by all.

HAPPY BIRTHDAY TO:

Wallace Fender.....	August 9
Bob White.....	August 11
Elizabeth Cole.....	August 24
Buster Fellows.....	August 25
Andy Lawrence.....	August 26
Ed Tuck.....	August 28
Bill Bryant.....	August 28

PREVIEW OF NEW KWTOCONT. FROM
PAGE THREE

standard cuttings. With the exception of tape-recorded shows, the equipment for which is housed in the main control room, all transcribed shows and spot announcements originate on these tables. The small control panel directly in front of Joe and built as a part of the announcer's desk has dials, keys and pushbuttons by which he operates and controls his tables, various microphones (including that of the news desk) and communicates with the operator on duty or any of the talent in the studios. Unseen in the picture are the spot and program transcription files which keep the radio material offered by these means at the announcer's fingertips. There is also a news desk from which all of KWTO's newscast originate and a microphone is set-up for interviews, speakers, and small groups which do not require the facilities of the larger studios.

Believe us, it's efficiency PLUS, and the announcers are having a hey-day after being liberated from the six-by-four booth in which they did their work for so many years. Undoubtedly, you've heard some of them jokingly refer to that old room as the "salt-mines" or "Slattery's cell-block."

What of the studios? There are three, two for broadcast and one especially constructed for transcribing and recordings. Maybe you didn't know, but available here through RadiOzark Enterprises, are the finest recording facilities anywhere in the mid-west.

Every single one of KWTO's new studios has been individually treated for proper acoustics. Mr. Bauer chose what is known as the poly-cylindrical method of treatment, the use of many cylindrical wooden panels which are a part of both the walls and ceilings. These diffuse echoes caused by the contour and surface of an ordinary room. Thus, the microphone is given the opportunity to reproduce the true quality of the human voice or musical instrument. Each new studio is equipped with the

latest in Western Electric microphones. Both the wall treatment and the "mikes" may be seen in the picture above. Studio "A", which faces on the second floor reception hall, has been equipped with sixteen feet of plate glass windows so that visitors to the station may watch as well as hear.

The entire remodeling and modernization has been months and months of hard work for Fritz and his entire engineering staff of six. It looks so smooth and attractive, that it will be hard for you to visualize what bedlam prevailed in the early stages. That's why we've included the picture below, taken last summer when Fritz was working out studio cable and wiring problems. The Dial Editor dropped in to "help"—with a hatchet.



MEDITATIONS

BY AL STONE

The only way to make a good world is through the contagion of a good life. Only Jesus Christ, living in men, can heal the world of its sorrow. The thing that must happen in us is a change of spirit, of disposition, and an inner sensitiveness to the voice and touch of God upon our hearts. The truth of Christ must go down deep in us until it gets under every thought and purpose. Believing this, I'm sure you'll appreciate "What If We Fail Him?"

Christ has no hands but our hands to do his work to-day;

He has no feet but our feet, to lead men in his way;

He has no tongues but our tongues to tell men how he died;

He has no help but our help to bring them to his side.

What if our hands are busy with other work than his?

What if our feet are walking where sin's allurements is?

What if our tongues are speaking of things his lips would spurn?

How can we hope to help him and hasten his return?

YOUR RADIO PASTOR

(Continued from page FIVE)

casts over WHO in Des Moines, WJJD in Chicago and other stations throughout the country. Radio also enabled him to continue foreign mission work when weekly broadcasts by transcription were released over DZAS in Manila, the Philippines. There, both long- and short-wave transmitters are used, and his gospel messages and programs are heard in Japan, China, the borders of Russia, in what is called the Strait Settlements, and on down into Indo-China and India.

This month, starting Aug. 7th, Rev. Hitchcock will be conducting a big tent revival in Oklahoma. During his absence the famous Jordanaires will fill his air time in the interests of the "Gospel Messenger." The Rev. Hitchcock is offering valuable premiums for all renewal and new subscriptions.

The latter part of the month will see "Your Radio Pastor" traveling to Europe to attend the International Council of Christian Churches in Geneva. His present plans call for a visit to the Holy Land while in the Old World, and we are looking forward to many interesting broadcasts on his return.

FAIR AND WARMER

(Continued from page EIGHT)

the doors of the bus in the fellow's face and with a smirk put the machine in gear and splashed water in the curbing all over the nice mannered little man and left him standing in the downpour. The ordinary man would have no doubt hurled an oath at the driver which could not be used tactfully in print but, not this fellow. He simply pointed his finger at the bus driver and quietly said, "May your soul rest in peace"—and with just a split second hesitation, finished with—"and the sooner the better." At times I really regret I am constrained in wishing some of my hecklers that time worn epitaph . . . (known, to well, to most of us.) But in a more serious vein, my critics are really few and far between—that is the real serious ones and most of my hecklers are those that just know that I "can take it." So in reality I am not in "hot water" or jumping out of the frying pan as often as one may surmise.

The map of the good old United States in the background of the cover picture hangs on the wall of my office, it is made of plastic and is really unusual for it is a relief map, drawn to scale and shows the elevation, or the depression, of the entire surface of this country. Springfield is shown right at the top of the southwest Missouri Ozark Mountain Plateau and the elevation is from 1000 to 2000 feet above sea level, while to the south and just north of the Arkansas river in Northwestern Arkansas is shown the Boston Mountains with their top peaks varying from 2000 to 3000 feet. The highest point in the Missouri Ozarks is on Highway 14 just a hop east of Dogwood, Missouri down in Douglas County, and is 1703 feet high. Next highest place is Cedar Gap just a few miles Northeast.

The highest point in the states as shown on my relief map is Mt. Whitney in the Sierra Range in California, and not far from this peak is also the lowest point, Death Valley which is 280 feet below the level of the sea. But figuratively speaking the nearest place to heaven on earth is right here in our beloved Ozarks, home of the happy.

EDITOR'S NOTE:

The real hero of the month is Bill Bailey, who has edited and published this entire issue of our little magazine, giving the Editor her first full month's vacation from The Dial in three years. Bill took on this task in addition to carrying a full load of his own work. Our thanks, Bill, and bless you for a really noble gesture.

DEAR DIAL:

QUESTIONS ABOUT KWTO FROM OUR DIAL READERS

Q. Is George Rhodes related to the rest of the Goodwill Family? (B. T., Ellington, Mo.)

A. No, there is no relation.

Q. Could we have a picture of Jack Hunt in the Dial right soon? (R. H., Stella, Mo.)

A. Pillsbury's "Jack Hunt Show" is a transcribed release over KWTO. We find that we do not have a "pic" of Jack Hunt in our files right now but, we'll try to obtain one and have it for you right soon.

Q. Do the Matthews Brothers all preach? Where is Jess Gaddis and his daughter? (F. B. S., Brownington, Mo.)

A. Although the Matthews are all ministers only Matt is at the present serving a full-time pastorate . . . the Christian Church at Butler, Missouri. Bill and Monty are singing with the Jordanires, while Jack is attending school and we understand doing some preaching as a fill-in pastor. Jess Gaddis is now with Station KFEQ in St. Joseph, Mo. His daughter has moved back to California.

Q. Does Chuck Bowers come home on the week-ends? If so, couldn't we have him on a Saturday night program over KWTO? (M. F., Rogersville, Mo.)

A. Only trouble is that Chuck has changed homes. That is, his wife has joined him and they now live in Sioux City, Iowa, where Chuck is now employed. It was a good idea though.

Q. What is the difference between transcribed programs and transcriptions? (N. R., Vanzant, Mo.)

A. Basically none—both are mechanical recordings, usually either on disk or tape. We'd say that the only difference was that a transcribed program is complete with-in itself. That is, all music, speech, etc., mechanically reproduced on one record or tape whereas, transcriptions might be individual cuts of music or speech from which a program or portion of a show might be built with proper connections by live voice announcements.

Q. Why doesn't Bob White sing more? (F. D., Crocker, Mo.)

A. Bob does a lot of singing with vocal groups such as the Prairie Playboys, etc., but, we presume you mean solo. Well, as Bob puts it: "I'm not a vocal soloist . . . so, in most instances I'm content to stick with my old bass viol, occasionally the guitar and fill in with my voice whenever I can." Of course, we're inclined to think him a little too modest on the singing biz.

Q. Where are Jim Lowe and Lou Martin? How old is Jimmy Haden? What school does Charley Haden attend. To what church do the Hadens belong? (L. M. F., Marshfield, Mo.)

A. Jim Lowe is now with WBBM, Chicago, Ill. Lou Martin at KOAM, Pittsburg, Kansas. Jimmy Haden is 17. Charley goes to Jarrett Junior High here in Springfield and the Haden family attend the Hamlin Baptist Church.

Q. Were any of Darrell Friend's relations formerly of Perry, Okla.? (B. C. Page, Clarksville, Ark.)

A. We inquired of Darrell—and his answer: "Not that I know of."

Q. Why doesn't Lonnie and Thelma's little boy Jarrett, sing with them on one of their regular programs? (V. T., Dixon, Mo.)

A. Jarrett is still in school a greater part of the year and although he enjoys entertaining his parents believe that he should in no way be tied down to a regular job—as Lonnie puts it, "plenty of time for that later on." Jarrett has his regular family chores, from time to time does appear on one of his parents shows and quite often accompanies them on their personal appearances.

Q. What churches do Darrell Friend, Doc Martin and Aunt Martha attend? (G. A., Mtn. Grove, Mo.)

A. Darrell, the Glad Tidings, Assembly of God. Both Doc Martin and Aunt Martha attend the Fundamental Baptist.

WHO ARE THEY?

. . . NAME THE STARS

1. What KWTO star gained his first professional entertaining job by winning an amateur contest when he was just ten years old? This young fellow chorded his way through "My Dear Old Southern Home" on a borrowed guitar and yodeled like mad. Who is he?

2. He was born in Jonesboro, Ill., and although he's as naturally Ozarkian as pot-likker, he didn't come to the state until 1932. An individualist whose scientific aptitudes were evident at an early age, he's made science his life work but has not been too busy to add abilities as a public speaker. His popularity in this line is unrivaled in the Ozarks . . . "The man might have been an advertising writer . . . or a politician . . . a salesman . . . perhaps even a millionaire." But he didn't . . . he's your friend—who?

Answers next month. Good luck!

THE PASSING PARADE

PHOTOS BY
REUEL HAYMES



John Pearson and wife Terry paid us a visit during July. Believe us, they're always welcome! John's "home-folks," and if he wasn't such a busy fellow we'd try to keep him a lot closer all the time.



Meet Mr. and Mrs. Gene Blue of Bolivar, Mo. It was their wedding day and you're perfectly right in naming the beautiful Mrs. Blue as our own former Vesta Gamble.



Here are other friends of yours and ours who visited us recently, the Bill Rims—Thelma, Bill, Billy and Carl—and incidentally that's one of the Buicks you read about in Inside At The Studio.

LYLE HOLDER
MARIONVILLE, MO.

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★ PORTRAIT OF THE MONTH — "NEWS-HOUND" — TWO OF THE BEST

Here's a son of old Erin whose "nose for news" and whose ability and integrity in reporting and analyzing it make him more than due any honor our "Portrait of the Month" may bestow. KWTO's News Chief Floyd M. Sullivan needs no introduction to anyone in the four-state Ozarks, and to very few in the world of news generally. We of the KWTO family join his thousands of

friends in saluting him: Newsman and Gentleman." Undoubtedly you also recognize Sully's able helper and pal as Laddie. Those sharp, inquiring eyes and those alert ears are requirements. We should also mention Laddie's patience, often displayed while his master works, and you'll understand why we have labeled them "News-hounds . . . Two of the Best."