



The
KWINTO
DIAL

10c

NOV. • 1951



10¢ per copy

"YOUR FRIENDLY OZARKS NEIGHBOR"

10¢ per copy

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

If the numbers 11-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

EDITOR'S COLUMN

THE DIAL TO WRITE "30"

Reproduced below is a copy of the inter-office memo from KWTO's President and General Manager, Ralph Foster, to your Editor dated October 16. Although its content is self-explanatory, certainly the Dial reader is due a more detailed explanation regarding such a decision.

KWTO INTER-OFFICE MEMO

FROM: Ralph Foster DATE: October 16, 1951

TO: FOSTER - KENNON - KELTNER - BAUER - ROMOTIVE - NEWS - PROGRAM - ANNOUNCER - TALENT - TRANSCRIPTION - OPERATOR

Attention: Bill Bailey

As you know, the decision reached in our recent meeting was to discontinue publication of the KWTO DIAL as of December 31, 1951. You should therefore take the necessary steps to conclude this station activity at once.

In announcing our decision, make it known in every way possible to our loyal DIAL subscribers and KWTO listeners our sincere regret that such action should of necessity be taken. Only the prohibitive rise in over-all cost of publication, paper, printing, engraving and postal rates, make it impossible to continue the DIAL's publication.

We sincerely hope that in the near future we can see our way clear to again publish a monthly magazine or paper for our station listeners.
CEASE PUBLICATION after December, 1951, issue.

Yes, the day has come which we hoped never would, and any words which we chose in attempting to express our regret would be most inadequate. The KWTO Dial will "cease publication" after the issue of December, 1951.

Making such a decision was not easy, for we look back through the ten years to August 15, 1941, when the first edition was published. Those were the days. The Dial was an experiment, a small tabloid size paper designed to bring news of KWTO and the radio family to its area listeners. But times have changed. The Dial grew to a

big publication, a magazine perused each month by upward of 75,000 readers. That in itself added to the problem. Publication costs soared to such a height that even months ago it seemed continuation would be prohibitive.

From the very first issue in 1941, there was never any thought of making the Dial a profit making vehicle. It was not to be, and never was, an advertising media, other than to advise the listeners of KWTO of the many splendid commercial features carried for their listening enjoyment and pleasure. It was to carry as many pictures as possible

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of the various members of the radio family, complete daily program schedules and to bring the news of the radio personalities, their families, their hobbies and their plans, to the subscribing station listener. Through the years, the station management and the Dial staff have ever endeavored to follow this policy with a continued improvement

in quality, making the Dial, with each issue, a bigger and better publication. The standard yearly subscription rate of \$1 for twelve months, post paid to the subscriber's home, broke down to an approximate 8½ cents per issue, which we felt was a fair rate to ask the subscriber to pay. However, our recent
(Continued on next page)

WE WRITE "30" . . .

(Continued from page THREE)

survey which brings to light the exorbitant rise in publication cost, paper, printing, engraving and postal rates, shows that a "cease publication" order is, for the time at least, the only reasonable decision. To us who have been connected with the Dial's publication since its inception, and to all current employees of KWTO, it is a great tragedy; and from the comment already received, since our air announcement, from hundreds of loyal subscribers, their feelings are much the same. Our consolation is that the Dial's popularity was such that the reader feels sincere regret on its demise.

And so the December issue of the Dial will be the last. At least, as far as we know at the time. Perhaps, in the not too far distant future, the situation will change. It is hardly necessary to state that no renewal or new subscriptions are currently being accepted. Shortly after December 15, when that month's issue is in the mail, the staff will start the huge job of mailing refunds. Persons whose subscriptions are still in effect will receive checks compensating them for the unexpired portions of their subscriptions. These refunds will be based on the standard rate of \$1 per year, in other words, at the rate of 8½ cents per issue for each month not elapsed on their subscription. Those whose subscriptions expired with the October issue or previously, and would like to obtain issues of the months up through and including Dec. 1951, may do so on individual copy order. Just inclose 10¢ for each copy you desire, mailing your order with correct name and address to the Dial, c/o Radio Station KWTO, and you will be put on a credit list for the issues to be mailed as they are available.

An effort will also be made to make available to those who would desire them, a limited number of complete "sets" of DIALS for 1951. Each month of publication "extra" copies of the DIAL are printed in order that complaints on copies lost in the mails, mis-sent or delivered can be taken care of and of course, a number are usually left on hand. As soon as our staff can assemble these into "back-issue" packets and this and the final issue are available announcement will be made as to the number of "sets" we can offer. The "packet" will include the August, 1951 Anniversary Issue and will probably sell for 60¢ a set. Watch for announcement over the air and in the December issue.

Undoubtedly, many of you old timers still have copies of the Dial from the very beginning. Perhaps some have the entire

collection, all issues from August 1941, up through and including the current number. Several have written to say such is the case with them and that they wouldn't part with them for the world. Our master files contain such a set and needless to say, it will be a treasured item in our station's history.

The success of the Dial has been a community and cooperating affair. It wasn't the sole efforts of any individual member of the staff, Editors, Carl Ward; Ralph Nelms; Jim Fuson; Jean Lightfoot Kappell; Bill Bailey; Staff Photographer, Reuel Haymes; Dial Circulation Mgr., Bettie Low, nor of columnists Charlie Williford, May Kennedy McCord, Floyd Sullivan, George Earle, or the others who have contributed interesting features through the years. Rather it has been the many, many people indirectly connected with our magazine and the intense interest displayed by you, our readers, who have enabled the Dial to maintain its popularity through the ten years of its existence.

On page 2, of this issue, we have reproduced a composite montage consisting of the front page issue No. 1, superimposed with numerous feature items that were a part of the Dial's first issue. Undoubtedly it will recall many memories of pleasant radio acquaintances and programs enjoyed in the years gone by. KWTO takes pride in the fact that a great number of its talented staff has remained an intricate and popular part of its operation for many years. Such folks as News Editor, Floyd Sullivan; Assistant Manager, Leslie Kennon; Continuity Editor, George Earle; Chief Engineer, Fritz Bauer; Slim Wilson; Carl Zomar; Your Editor and many others. These names appeared in the Dial's first issue, and today we find all of them still playing a part in making KWTO the most listened to station in the 4-State Ozark region. To express the individual regret of any of these people that, for the time being, we must discontinue our contacts through the pages of the Dial would be a mere impossibility.

Many plans are currently in the making that will enable our personnel and staff to keep in personal contact with the station's many thousand listeners. You will be interested in the announcement made on the following page of this issue titled, "In the Public Interest". The December issue will bring further announcement of new services that KWTO plans. We hope that every listener will avail themselves of the last copy of the Dial and will place their order well in advance, if not already guaranteed of receiving it by subscription. It's been fun, we can only say we're sorry and extend all best wishes for the future to the swell people we've known as OUR DIAL READERS.

IN THE PUBLIC INTEREST . . .

LOYD EVANS FULL-TIME
FARM SERVICE DIR.

KWTO is pleased to announce a program of increased "Public Service" activity that this month gets underway with the appointment of Loyd Evans as the station's "full-time" Farm Service Director. Although Loyd has been serving in this capacity for some months it has heretofore been on a part-time basis. In addition to attending practically every farm meeting humanly possible, making thousands upon thousands of friends with folks who are farmers or in someway connected with rural life, Loyd has carried a full schedule of air work including an early morning announcing "trick". On November 5th he'll be relieved of his announcing "shift", assume his new title of KWTO Farm Service Director and given the "green" light to cooperate in every way possible on any constructive and progressive farm program which he and the station management believe will bring betterment to the rural areas of the great four-state Ozark region. KWTO believes it could have made no better choice than that of Loyd Evans for this important assignment for Loyd knows farming. He knows farm people, their problems, the progress that is being made and should be made even to a greater degree in order that farming and farm people can enjoy a fuller and more profitable life. KWTO's Farm Service Department will serve as a clearing house for the latest farm information and as a promotion center in encouraging better farm practices, farm safety and the growth and progress of the rural areas which it con-

siders to be the back-bone of our nation. During the past year Loyd's work with 4-H Clubs, Vocational Ag. teachers and various farm service organizations has brought national commendation and with increased time and facilities now to be at this department's disposal the year ahead should see KWTO's contributing greatly to a program "in the public interest."

Pictured below you'll see Loyd ready to take off for a territory trip. On many such occasions he'll be accompanied by Your Editor as the station's Promotion Manager and Publicity Director. On other trips, by Lou Black, KWTO's Program Director or Joe Slattery who will head the station's Special Events Department.

Week-ends will see various members of the talent staff visiting in the neighboring towns to shake hands, thank the folks for listening to their shows and perhaps sing a song or two. The station has just purchased a beautiful Pontiac Eight Station Wagon for this purpose. Painted a brilliant white and with the station's call letters and ensignia emblazoned on the sides in a bright blue this car will become a familiar sight throughout the territory. Fully equipped with public address system, recording equipment, camera and radio, its cargo and the station personnel which it carries will have but one mission . . . to keep in personal contact with the station's valued listeners; to be of service and to merit our slogan—"YOUR FRIENDLY OZARKS NEIGHBOR".



FOR YOUR LISTENING PLEASURE

The event of the fall and winter months has brought many new and outstanding program features to KWTO's schedules. These shows of network, transcription and local origination are "designed for your listening pleasure." Here are "thumb-nail" sketches of six such program which are finding much favor with our listeners here in the 4-State Ozarks area. There are many more which we'll be telling you about from time to time. "Keep tuned to 560 for the best in radio."



1. The JACK BERCH Show, 11:00-15 a.m., Mon. thru Fri. Presented by the Prudential Insurance Co., five days a week it's a favorite quarter hour of bright and cheery musical variety designed to put you and the family on the sunny side of the street. Headed by singing star Jack Berch (see "Pic" No. 1) and featuring the famous

Charles Magnante Trio's sweet and simple melodies plus Berch's "Heart-to-Heart Hook-up" and the fun, cheer and chatter of merry-making men, the program has everything for good listening. Jack Berch was born near Sigel, Ill. He started in radio at Youngstown, Ohio, some fourteen years ago and now lives in Yorktown Heights, in suburban

Westchester County, N. Y., with his wife, Margo, and their four children.

2. BREAK THE BANK, 2:30-3 p.m., Mon. thru Fri. Under the sponsorship of **Bristol-Myers** genial emcee **Bud Collyer** quizzes the contestants on a variety of subjects. Eight correct answers BREAK THE BANK! Two misses in a row and the contestant goes down but the bank goes up. When the contestant breaks the bank he really hits the jackpot. Twenty eventful years in show business fit Bud Collyer beautifully for the role he plays. Started in show-biz while a student at Williams College with undergraduate band. Received law degree in 1933 at Fordham. Radio made him narrator on "Cavalcade of America", straight man on such major shows as **Jack Pearl**, **Tommy Dorsey**, **Eddy Duchin** and **Hildegarde**. He's married to Marion Shockley, a radio actress, and they have three children. They live in Greenwich, Conn. For Bud's picture see "Pic" No. 2.

3. EDDY ARNOLD SINGS, 5:00-15 p.m., Tues. and Thurs. This quarter hour transcribed visit with "the Tennessee Plowboy" is with the best wishes of the **Ralston-Purina Company** in interest of Ralston Cereals, Rice-Chex and Wheat-Chex. Soft-spoken Eddy Arnold (see "Pic" No. 3) has become a top radio, recording and film star in just five years. Born and raised a farm boy, he and his family live on a 107-acre farm near Nashville, Tenn. His broadcasts are composed of favorite romantic ballads, hymns and folk tunes. He loves the tunes he sings—and has made America love them too. The secret of his success seems to lie in his sincerity. An avid hunting and fishing enthusiast, Eddy loves animals. He was born at **Brentwood**, Tenn., and is married to the former **Sally Gayhart** of **Louisville**. There are two youngsters at the Arnold household, young **Dickie** and sister **Jo Ann**.

4. JACK HUNT, 3:45-4 p.m., Mon. thru Fri. This quarter hour spent in the company of six fellows known as the **Rhythm Ranch Hands** makes for good listening. Under the direction of personable **Jack Hunt** the group displays unusual versatility. Jack "grew up" amidst the charm of the **Arkansas** hill country for he was born on New Year's Day, 1916 near **Point Cedar** in **Hot Springs** county. His real name is **Friedman Preston Hunt** but everyone has called him "Jack" as long as he can remember. With thirteen brothers and sisters, all musically inclined, it's been "music" for Jack from the very beginning. Currently, with **George Costello**, **Larry Scott**, **Jack Clamon**, **Roy Counts** and **George Abrahams** as the "Ranch Hands" Jack pre-

sents his radio series under the sponsorship of **Pillsbury's Best Flour**.

5. VICTOR BORGE TIME, 7:55-8 p.m., Tues.-Thurs.-Sat. A five-minute interlude of highly civilized fun featuring, "the Great Dane," to use the name often applied to Borge, compresses all his twin skills as concert artist and comedian into a gem of a program. One night he is merrily inventing one of his miniature operas; another night it's one of his improbable anecdotes about himself—inexhaustible variety and vitality. Borge was born in **Copenhagen** in 1909. Fled to Finland and then to United States when the nazis invaded Denmark. **Bing Crosby** hired him for one studio warm-up. He convulsed the audience and so Crosby and Borge kidded each other on radio for 56 weeks. His own show followed and since he has remained a top favorite in radio, television and personal appearances. "Victor Borge Time" is presented by the **Kellogg Company**.

6. MR. DISTRICT ATTORNEY, 8:30-9 p.m., Fridays. "Mr. District Attorney . . . champion of the people . . . defender of truth", is an outstanding public interest program and one of radio's top-rated crime-solution thrillers. For "Mr. District Attorney" in the person of **Jay Jostyn** (see "Pic" No. 6) proves that crime doesn't pay. Jostyn, stage-struck from early childhood, studied dramatics, played stock, married, went to Hollywood to try for his "big break". After a lot of discouraging experiences he obtained a radio audition and made good at once. It's been radio ever since, Los Angeles, Chicago, Cincinnati and New York. Considered one of the air-waves top actors, Jostyn is assisted by **Vicki Vola** as the D. A.'s secretary and **Len Doyle** as **Harrington**, the D. A.'s assistant. The **Bristol-Myers Company** brings "Mr. District Attorney" to the air.

7. MARK TRAIL, 7:30-55 p.m., Tues.-Thurs.-Sat. A juvenile adventure series with the theme of conservation. **Mark Trail** is based on the cartoon character created by **Ed Dodd**. The unusual character of the program—integrating factual information of nature and conservation methods with exciting adventure tales—has popularized the program not only with children but with conservationist, government officials, educators and parents. To hold the interest of youth, by having them feel that some of their own age group are sharing Mark's exploits, he usually has **Scotty**, a boy companion played by 17-year-old **Ronny Liss**, in for excitement. Veteran actor **Matt Crowley** (see Pic. No. 7) plays **Mark Trail**. The
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Kellogg Company of Battle Creek, Mich., presents the "Mark Trail" series.

8. **MYSTERY THEATER**, 7:00-30 p.m., Wednesdays. Dramatic tales evolving around one **Inspector Mark Saber** of the Homicide Squad. Saber is no crude, strong-arm plainclothesman but a suave, adroit student of criminology and a master of the latest scientific methods of crime detection. Inspector Saber is portrayed by **Robert Carroll** recently seen on Bd'wy in "Twentieth Century". Mr. Carroll is 31 years old and a native of North Carolina. He is a veteran

of many top-flight radio and television dramatic programs. In the role of Saber's assistant, **Sergeant Timothy Maloney** is **Mr. Douglas Chandler** also seen in many Broadway successes. The "Mystery Theater" is directed by **John Loveton** and is sponsored over ABC and KWTO by the **Sterling Drug Company**.

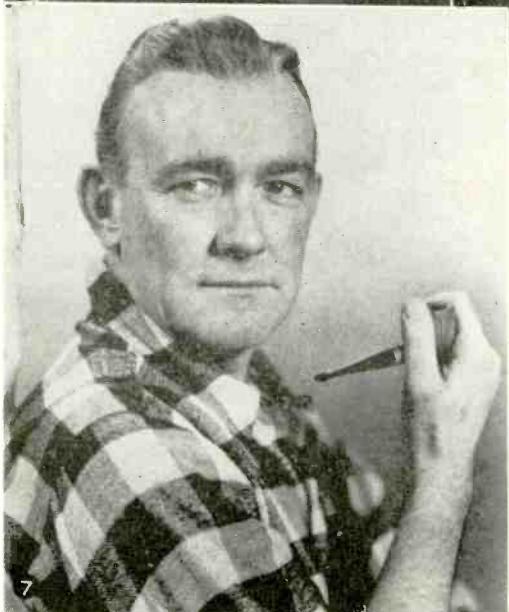
We will endeavor to answer requests for additional pictures of new program personalities with next month's issue. In the meantime remember, KWTO proudly presents these "TOP" radio shows—"For your listening **PLEASURE**".



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BREAKFAST
AT
HEER'S
SATURDAY
MORNING
FUN
&
Foolishness

With
GEO. EARLE
and the
LADIES

Broadcast
From
HEER'S
BEAUTIFUL
OZARKS
GARDEN
ROOM
Over

KWTO

9:00
TO
9:30
A. M.
EVERY
SATURDAY



HILLBILLY HEARTBEATS . . .BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

You may talk about Venetian moons,
And nights of tropic bliss,
Where damsels pick their wild guitars,
And langorous lovers kiss—
But the Ozarks have them all out-charmed,
And the story not half told,
When autumn paints the maples
And turns the world to gold!

Yellow and gold and bronze and rose-pink
leaves! Scarlet bittersweet! Paw-paws! Persimmons! Can you beat it! To say nothing of cider making time, home made lye hominy, molasses making time, jelly from possum grapes and fox grapes . . . What a country!

What days we have now! Dr. Frank Crane, that great preacher and man of letters, said—"Whoever planned this life of ours did well in giving us just one day at a time. We don't have to live it all at once—thanks be! We've only got to get through till bed time. Every morning we are born again. Don't let life mass against you. Attack it step by step in detail and you can easily triumph. Don't let the past unman you, benumb you with remorse or weaken you with self contempt . . . As for the future, the best preparation for it is an unafraid today. Today is yours. God has given it to you. All your yesterdays he has taken back. All your tomorrows are still in his hands. Today is yours. Just a little strip of light between two darknesses. We rise by stepping upon our dead selves . . . There is no happiness except today's. Most of our misery is left over from yesterday or borrowed from tomorrow . . . Take the simple joys and keep today clean."

I think that's one of the finest short sermons ever written. I read it often—over and over. I am a person who tries to live all the days of life at one gulp, and it is a sermon that I need. I have it tacked on my bedroom wall.

I think that often it is well, in my columns, to preserve what I call "living documents" from these old pioneers now living, so that our children's children may see them, if any of us paste things like this in our scrapbooks. It is history that some day they will want to know and cannot always find. These old living documents will be mighty hard to get, some of these days.

Mr. J. B. Clark at Edgar Springs, Mo., wrote me some little time back—

"This is the way I saw it and lived it on the farm. I am 84, I've got the best of



May Kennedy McCord

neighbors and the woods full of friends.

"My mother and the older boys plowed with oxen and with plows with wooden mold board instead of cast iron. They plowed with one ox with a half yoke and worked oxen to an old cane mill. One man fed the mill and another one on the opposite side would hand the cane back, then the first man would re-grind it so as to get the juice out. There were three ten gallon kettles on each side of the furnace, and as the juice boiled down they would pour the sorghum from one kettle to the other and stir off all into one kettle.

"The corn was cultivated with a single plow four times in a row. The oxen were turned out of nights so they could eat grass. A big bell was put on one of them. We got up early next morning to go out and hunt them and would get wet in the grass waist high. The deer were so plentiful they would stay with the cattle. Sheep were put in the lot every night to keep the wolves from catching them. We used grease lamps and cooked bread in an iron skillet on the fireplace. Women wove their clothes on an old home made loom. Coffee was bought out of the stores green and we parched it black. Sugar was made from maple trees and brown as cornbread crust. Buggies were not known. Spring seats were not made yet. People went to church in ox wagons and sat on split logs for benches. We had log houses and stick and clay chimneys . . . and this not half I could tell you."

It doesn't seem possible, does it, that we have come so far in what seems after all, so short a breath of time. From oxen and wooden plows to tractors. From grease lamps to the most beautiful electric lamps of crystal and brilliant neon. From woven dresses to the latest filmy lace gown imported from Paris . . . From ox wagons going to church, to the finest automobiles with radios and heater and air cushioned seats. No, it doesn't seem possible. And what a wonderful thing it is for a man to live to see all these changes!

Some poet has said "things have such a permanence." Well, many things do but still many more things do not. You can go back to your little home town, however, and you begin to think that things do have a permanence. People go away, people die, people change—but THINGS have such a permanence! The old oak trees, the river,

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COVER STORY

A MAN & HIS DOG

This month's Dial cover has done what a thousand words cannot do! It shows a man and his dog, inseparable companions, engaging in a common sport each enjoys, in a setting all the world might envy.

The man is KWTO's senior nimrod, Ralph Foster, and the dog, "Pepper", is his pet pointer—one of several in his outstanding kennel. Their quarry? Why, quail, of course! The setting is obvious. It's somewhere in the Ozarks.

It could be in any field in any county anywhere in the Ozarks. The time is obviously fall. Ralph Foster is again engaging in just one-half of his favorite sports, hunting. The other half is fishing.

The photographer for this outstanding picture—which has graced several national sporting magazines was Johnnie Pearson, formerly of KWTO's staff and now President of the John E. Pearson Co., National Station Representatives. In his lens he has captured the magic of Fall, the love of man for his dog and the bold hunger each has for the Out-of-Doors. A thousand artists could not fail to recognize the magic of the scene, but none could duplicate it. Any Ozarkian can see it's duplicate somewhere in an Ozarkian field during hunting season. But none can describe it adequately with a thousand words.

The picture has done that, don't you think?

WHAT OCCURS AT BREAKFAST AT HEER'S!

"Breakfast at Heer's", says George Earle, master of ceremonies, really begins with the opening of Heer's College street entrance at Eight A. M., on Saturdays. Guests take the elevator to the 4th floor and the Ozark Garden Room, scene of the party. This beautiful, richly appointed dining auditorium lends itself wonderfully to the breakfasts, adding to the spirit of laughter and gayety.

Breakfast is served beginning at Eight-Fifteen, a very generous meal including even hot biscuits!

Shortly after Eight-Thirty George Earle and Announcer Chuck Hesington arrive and begin lining up the various features of the broadcast. They get acquainted with the visiting clubs and special groups, and their spokesmen or leaders; find out who are present in celebration of birthdays or wedding anniversaries, and determine who is the eldest lady, the person from the farthest distance and other special designations. They also decide who is wearing the most unusual hat, and choose a recipient for the wishing ring. Another person is chosen to be the most distinguished, that person to receive an eight-by-ten portrait photo from Heer's Photo Studio.

A few minutes before broadcast time the theme song is rehearsed with Frank Shipe at the piano, and the audience is prompted as to the opening and closing format of the program.

A special Audience Reception microphone has been installed by Chief Engineer Bauer to pick up every crowd reaction, adding much to the showmanship of the broadcasts.

Promptly at Nine o'clock, upon a signal from radio operator Jim Turner, Chuck Hesington greets the radio audience, the break-

fasters sing the theme song, and then George Earle takes over for the regular Saturday broadcast with which most of you KWTO fans are familiar. We'll not recount them here.

However, at Nine-Thirty, following the broadcast, ten to fifteen minutes is needed to finish awarding the gifts and prizes which time does not permit awarding during the broadcast. So, all in all, Breakfast at Heer's is a very full and most enjoyable program. Why not attend real soon and see?

Clubs and other organizations wishing to make reservations for tables at Breakfast at Heer's should write to George Earle at least a month to six weeks ahead of the Saturday they wish to attend to assure getting the date they want. Individuals and small parties of not more than five persons need not make advance reservations.

Scenes from Breakfast at Heer's taken by Dial Photographer Reuel Haymes a few weeks ago, include (1) the entrance to the Ozark Garden Room, taken following the broadcast as guests were just leaving, (2) a view of the dining room facing the east wing, (3) a few of the "most unusual hats" displayed that morning, (4) George Earle modeling a fall bonnet made from a real pumpkin, (5) the happy faces of 4-H boys and girls from Nubbin Ridge, (6) winner of the grand prize, a Westinghouse double waffle iron, (7) Mrs. Betty Maxwell, of Ava, the eldest lady, wearing the orchid prize and being kissed by Emcee George Earle and (8) Mrs. C. E. Osborn, Smallet, Missouri, and her twin sister, Mrs. Jessie Deeds, of Olympia, Washington, who hailed from the farthest distance that morning.

INSIDE AT THE STUDIO . . .

NEWS & HAPPENINGS
BY HESINGTON

Well, let's see what the boys and girls around the studio have been doing the past month. The **Prairie Playboys** are still giggling about the incident which happened at **Ike Martin's** one Saturday morning. A lady approached **Slim Wilson** and pointed to **Bob White** . . . she said, "You mean that boy of yours has grown that much!" Slim simply answered, "yes". The poor lady still doesn't know that the person was Bob White.

Seems like the hunting bug has hit our station. Every time you see a group huddled together, you can bet-your-boots they're talking about shotguns, ammunition or hunting clothes. Our foremost hunters are, **Paul Glenn**, **Al Stone** and **Joe Slattery**, not to mention Boss Man, **Ralph Foster** and Chief Engineer, **Fritz Bauer**. We wish them all luck.

By the time you read this you will realize that the prediction we made several months ago has proven correct. (Hope I don't sound like Drew Pearson). **Jim Kendrick** has taken over the early morning shift on KWTO replacing long-time, waker-upper, **Loyd Evans**. Loyd is now devoting full time to Farm Service work. Incidentally, **The Yellow Bonnet Boys** have really been giving Loyd a bad time on the 7:45 program. Seems like they've been giving him the silent treatment which, in a way, I think introduces a new Master of Ceremonies on that show. I don't know exactly who it's going to be, but I think it's a character from Texas, who calls himself, **Cactus Pants**. Let's see if this prediction proves correct.

We are still kidding **George Rhodes**, **Buster Fellows**, **Junior Haworth** and **Bob White** about the morning they came to the station with lipstick smeared all over their faces. No, it's not what you think. Seems like the boys played a Halloween masquerade dance the night before and were dressed like girls —they just couldn't get the stuff off!

Dale Parker had better look to his laurels. **Jerry Osborn** has now entered the song writing field in earnest. I think you heard one of his early compositions on some of our programs. It's called, "Share and Share Alike". I think it's really good. His latest, "A Heart Divided", which **Porter Wagoner** has already recorded and sent to the **Coral Record Company** for their approval, is just as good or better. I hope they hit the "Hit Parade".

Congratulations are in order for **Bill** and **Monte Matthews**. Both became proud fathers of little red headed girls during the last two months. They are, by-the-way, the

only ones in the Matthews Family, except of course for their fathers, that have red hair. **Bill** and **Waneta's Julia Ann**, was born Sept. 24, and **Cynthia Louanne** was born to **Monty** and **Betty** on October 10. Pretty soon they'll have an all girl quartet to give them competition.

Speaking of babies, the proudness usually wears off of proud fathers after a month or two, but not in the case of **Lou Black**. Every time you see the man he starts talking about "Becky this . . . and Becky that . . ." He's still a proud father, and he has a right to be!

George Earle is beaming happily over the success of his **Breakfast at Heer's**, and well he may, for everyone always has a good time. See "Panorama Pics", center section, this issue.

Bill Ring recognized an old friend of his on the new Colonial Bread transcriptions you've been hearing. **Terry Shand** is the man singing the lyrics.

Sally Briggs took the kidding of her life last week when she came to work wearing a new uptown hair-do. You have probably seen pictures of **Mary Martin** in the magazines with the type hair-do that I'm talking about. There isn't much of anything there in the way of hair, it's just one big mass of curls piled up. After the kidding session was over we all did have to admit she looked pretty keen.

Dave Estes is spending his spare time nowadays working on the **Little Theatre's** latest production "Lady Be Good". He has a part in it and is also working as assistant director. They tell me he is a pretty good thespian. I can hardly wait to see him "thesp".

The whole station turned out last week to see **Roy Acuff** when he made a personal appearance at the **Shrine Mosque**, well most of them anyway. Among the attendees I saw **Genie Browning**, **Betty Low**, **Kitty Boyle** and her mother **Edna**. Everyone agreed that Roy and his gang put on a fine show.

A few of us got together recently to rename a portion of Missouri just southeast of Springfield and north of **Galloway** on highway 65. We now call it **Radio Valley**. Reason: the **Bob Whites'**, the **Bill Baileys'**, the **Bill Rings'** and the **Hesingtons'**, all live within a stone's throw of each other. I know, because they throw stones at me once in a while. Well, that will do it for now. Let's see what next month holds in store for us.

NOVEMBER, 1951

SCHEDULE FOR NOVEMBER**WEEKDAYS AND SATURDAY**

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

4:25 p. m.—Ark. Conservation Comm. (S)
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Interlude
 4:40 p. m.—Program Notes
 4:45 p. m.—Bob Thorton Quartet
 4:45 p. m.—Here's to Veterans (S)
 5:00 p. m.—All Star Parade (M-W-F)
 5:00 p. m.—Eddie Arnold (T-Th)
 5:00 p. m.—Serenade in Blue (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Jimmy Allen
 5:30 p. m.—Mo. Conservation Comm. (S)
 5:45 p. m.—To Be Announced (M-W-F)
 5:45 p. m.—Rhythm Rendezvous (T-Th)
 5:45 p. m.—Christian Science (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Dollars and Sense (T-Th)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Silver Eagle—ABC (Th)
 6:30 p. m.—Mr. Mercury—ABC (T)
 6:30 p. m.—Space Patrol—ABC (S)

SUNDAY PROGRAMS

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

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

MONDAY NIGHT

7:00 p. m.—The Big Hand—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Music for Dancing
 8:00 p. m.—Paul Whiteman Teen Club—
 ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Time for Defense—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Labor Management—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Newstand Theatre—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—America's Town Meeting—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Operation Dixie—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Mystery Theatre—ABC
 7:30 p. m.—The Top Guy—ABC
 8:00 p. m.—Rogues Gallery—ABC
 8:30 p. m.—Mr. President—ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Latin Quarter—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Pan-American Union—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Defense Attorney—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Popular Orchestra—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—Richard Diamond—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Ozie and Harriet—ABC
 8:30 p. m.—Mr. District Attorney—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Fights—ABC
 9:30 p. m.—Your Amer. Sports Page—ABC
 10:15 p. m.—Sports Spotlight
 10:30 p. m.—Popular Orchestra—ABC
 10:35 p. m.—Dance Band—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Dancing Party—ABC
 7:30 p. m.—Mark Trail—ABC
 7:55 p. m.—Victor Borge—ABC
 8:00 p. m.—Visiting Time
 8:30 p. m.—Hayloft Frolic
 8:45 p. m.—Sing Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—Airlane Melodies
 9:30 p. m.—Three-Quarter Time
 9:45 p. m.—Public Service
 10:00 p. m.—News
 10:15 p. m.—Buddy Weed—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:55 p. m.—News—ABC

PRESIDENTIAL ESSAY CONTEST STARTS THIS MONTH

Announcement has just been made of a big essay contest that should be of great interest to all high schools throughout the KWTO area. It is open to all high school seniors. There is a grand award of a complete secretarial course scholarship, valued at \$235.00, offered by the Springfield **Draughon Business University**; a second prize of \$100.00 cash, to be applied on a scholarship at any school of the student's choice, from the **Lines Music Co.**, and a third prize of \$50.00 cash, on a scholarship from the **Globe Realty Co.** The contest will run for five months, starting November 1st, and each month all submitted essays will be judged for a first and second place winner. These

will receive a cash prize \$7.50 and \$2.50 respectively from **Radio Station KWTO** and will automatically be entered in the finals, judging which will take place in April, 1952. The student is asked to prepare a 500-word essay on either of two subjects: "America's Greatest Mr. President was . . ." or "My Favorite President". Entries should be mailed with entrants complete name, age, school, grade and mailing address, to "**Presidential Essay Contest**" c/o Radio Station KWTO. Listen to "Mr. President" sponsored by **Globe Realty** over KWTO each **Wednesday, 8:30-9 p.m.**, for helpful facts. Complete details can be secured from your school superintendent or principal. Or write **KWTO, attn: Bill Bailey**.

★ OCTOBER CROSSWORD PUZZLE

**THE LOYAL LISTENER**

Ever stop and think just how wonderful people can be?

Sometimes it seems the world is a cruel and cold place, indeed, but when you start really believing it, some grand persons usually drop by and completely change your minds.

We at KWTO have always known there are no more wonderful people in all America—and that includes the rest of the world—than those who live right here with us in the Ozarks. In fact, KWTO was founded with one grand purpose laid down right at the beginning by Ralph Foster and C. Arthur Johnson—always be loyal to the listener. And since then, the listener has always been the chief concern of every one here.

An incident occurred recently which proved just the reverse. KWTO listeners are just as thoughtful and just as loyal to KWTO. It's certainly wonderful to know that. Here's what happened.

Saturday, October 13, was the big day in the Ozark Open Golf Tournament at Hickory Hills Country Club in Springfield. It was a wonderful day, one which should have been spent out-of-doors. But for several members of the Red Cross, it meant they had to abandon their plans for the playoff for grand champion, and come to the KWTO studios for a round table discussion on the terrific and very urgent need for blood donations. Those in the Red Cross who were kind enough to donate their time to the round table discussion were: Mr. Ernest M. Black, chairman of the Greene County Chap-

ter of the American Red Cross; Mr. Caldwell "Bulldog" Drummond, Recruitment Chairman; Mrs. Harry Wise, chairman of the blood program; Mr. Wallace Walter, local attorney and a member of the Rotary Club; Mrs. J. Montgomery Schneider, chairman of Volunteer Services; Mrs. Richard Smith and Dr. Walter Tillman.

Due to the unexpected length of the football game, the discussion program had to be postponed. But Program Director Lou Black knew the Red Cross representatives wanted to hurry on their way, so he arranged for them to transcribe the program for later broadcast.

This was easily arranged, and the guest speakers soon were at home, waiting near their radios to hear themselves speak on the urgent need for plasma, the wonderful things blood donations achieve, and the pressing necessity for more donations.

But now the scene changes. Monday morning arrives, and the participants on the program are chagrined—no one has appeared to give blood! And the need was urgent, for men were dying in Korea for lack of plasma, and more would soon die unless adequate plasma arrived. The Springfield office had some on hand—but not nearly enough. And the Bloodmobile had a trip to complete before plasma could be obtained.

Black moment, you might suspect! And indeed it would have been but for the loyalty of some KWTO listeners.

In came Mr. Joe Higgins from Collins, Mo. He had heard the program and the members of the round table discuss the blood crisis, and thought of his step-daughter in Ellis Fischell Hospital in Columbia. She has cancer, and has already received two pints of donated blood.

So Mr. Higgins, the Loyal Listener, went the rounds of his neighbors. He got sixteen persons to come to Springfield with him to the Red Cross blood center, second floor of the Wilhoit Building, Jefferson and Pershing streets. He paid their transportation here, bought their lunch and paid their return transportation home.

His only comment was, "This is the least I can do, since my age of some past 60 keeps me from giving blood. I can't give blood, yet my daughter needs blood and is getting it. Isn't it wonderful when folks will help other folks out? And just think, it hasn't cost any of us anything." He overlooked his own expenses in his modest statement.

And KWTO wants to join the Springfield Red Cross Blood Center in doffing our hats to Joe Higgins, another of our Loyal Listeners.

HEARTBEATS

(Continued from page TWELVE)

the bluffs, the old homes, even the same honeysuckle vine running over everything, and the same wisteria. Many of the same old barns and smokehouses. Lots of improvements and yet so many of the old landmarks still standing just where they have stood for so long. Many old houses which once were so bright and lighted and so combed and kept and fussed up, now standing lone and weeping for paint! Oh, what paint does to houses, and people will not make the sacrifice to paint them! Old houses weeping for little feet that once ran across their floors. Weeping for mothers with sturdy brooms that swept and cleaned and kept them proud and spotless. Weeping for faces which once looked out of the windows . . .

**"I have known peace in days gone by
So very deep and warm,
It made a fortress and a shield
Against all storm."**

I often think of the independence of our pioneer hillmen. Individualists to the heart's core, they couldn't be regimented or made to learn the goose-step. They tell a story about early Springfield, years ago when the city was just starting to grow pin feathers. Uncle Tuck Smith came from down on White River in my neck of the woods. Like the good individualist that he was, he just left his team right there on the public square (this was many years ago) and went into Jim Kirby's store to do a little trading. Jim had a little snort or two of "bug juice" on hand which he gave Uncle Tuck and he came out stepping a little higher. So he just proceeded to unyoke his oxen and give them a good round of shock fodder right there on the square, muss and all.

A policeman came along and told him he couldn't do that. He said well, he didn't see why—the square was for the public. He said "I just come up from Bear Creek to trade a little bit in Springfield and help youen's out a little." The policeman said, "Uncle Tuck, I hate to do this, but I've got to fine you five dollars—that's my instructions."

So Uncle Tuck just walked right over to the judge's office right there on the square, and paid it. He gave the judge a ten dollar bill, and as the judge started to give him back five dollars change, he said "Just keep that five, I'll want to feed 'em agin in the mornin'!"

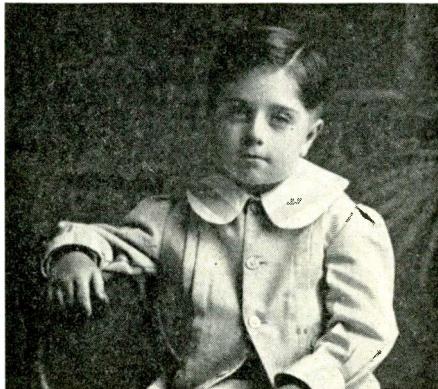
Goodbye—and I'll be seeing you Christmas.

With much love,

MAY

GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



Born in Chicago in Nineteen and ten,
This photo taken away back when.
Time brings changes, as we know too well,
But he's changed so little he should be easy
to tell.

Now happily married with wife and child,
Manner free and easy; speech soft and mild.
Reared in Oklahoma. In the Navy during
the war;

He's been known to Ozarkians for ten years
or more.

Interested in the DIAL, like an old mother
hen,

Famous for portrayals of garrulous old men.
This should be sufficient to give you a clue,
So, we merely inquire, "Can you GUESS
WHO?"

— LAST MONTH —

If you identified last month's GUESS WHO personality as Uncle George Earle (Wilson) you were sure right. Our first three correct guesses came from, Mrs. H. C. Edmondson, 1015 College, Springfield; Lora Cobb, Galena, Missouri and Mrs. Sophia Worsham, Box 101, Norwood, Missouri. This month marks the last of the series. Hope you've enjoyed it just half as much as we have gathering the pictures for you. Good luck and let's have your guesses for the last one.



DEAR DIAL:**QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS**

Q. How much does Chuck Hesington and his wife weigh? (V. M., Grove Springs, Mo.)

A. Chuck weighs 160, and Bunnie—105 pounds.

Q. Does the Goodwill Family or George and Buster have any records for sale? (B. T., St. Louis, Mo.)

A. George and Buster do not. The Goodwill Family has one record—"I'll Have a New Life", and "The City Where Comes No Strife." The price of this record is 50¢. Address all correspondence to RadiOzark Enterprises, c/o KWTO, Springfield, Mo.

Q. Where are the Hadens now? (Mrs. C. E., Jenkins, Mo.)

A. The Haden Family and Doc Martin are now in Omaha, Neb.

Q. Where is Jack Baker now? (Mrs. P. C., Graff, Mo.)

A. The last we heard, Jack was with WHB, Kansas City, Mo.

Q. Who plays Standard Guitar so good with Junior Haworth on the 3:30 Goodwill Family program, especially when Junior plays "Dancing With the Goldenrods"? (Mrs. J. P., Rt. 2, Strafford, Mo.)

A. Buster.

Q. Would like very much to see a picture of Jerry Osborn. (B. M., Marshfield, Mo.)

A. See "Family Portrait" this issue.

Q. Is Chet Atkins related to the Carter Family? (Mrs. E. L., West Plains, Mo.)

A. No, Chet joined up with the Carters about a year before they came to work at KWTO.

Q. Does Sally Briggs have any children? (Listener, Salem, Mo.)

A. Yes. See "Family Portrait," Oct. issue.

Q. Where is Chuck Bowers and does he have any children? (F. S., Brownington, Mo.)

A. The last we heard Chuck was in Sioux City, Iowa. He doesn't have any children.

Q. Has George Earle given up the idea of making the Recipe Book he promised us years ago. (Mr. R. L. I., Diggins, Mo.)

A. Yes, George had to postpone the publishing of this book due to the high cost of paper and printing. However, we hope some time in the future, that it will be possible for George to publish his book.

Q. Please let us know where Lonnie and Thelma are now. (Mrs. J. Q., St. James, Mo.)

A. Lonnie and Thelma are still in Pittsburgh, Kans.

Q. Are either Jim Kendrick or Dave Estes married? (D. F., Ruble, Mo.)

A. Dave is married. Jim is not.

Q. Will Korn-A-Krackin' ever be broadcast from coast to coast again? (F. M., Hermiston, Oreg.)

A. At present, there are no plans.

Q. How many songs has Dale Parker written? (E. D., Lockwood, Mo.)

A. Dale tells us he has just about lost count, however, it is somewhere in the neighborhood of 100.

Q. How tall is Porter Wagoner? (Mrs. K. D., Montevallo, Mo.)

A. Porter is 5' 11".

Q. Where is Rev. Guy Smith now, who used to sing with the Goodwill Family several years ago? (L. C., Appleton City, Mo.)

A. Rev. Smith lives near Springfield, and drops in to see us every once-in-a-while.

Q. Is Sally Briggs the Sally that used to be with Sue on the "Sally and Sue" program? (R. L. P., Rueter, Mo.)

A. No.

Q. Is the "Fat Man" still on KWTO? (E. L., Cassville, Mo.)

A. No.

Q. Are Sally Briggs and her husband separated? (H. W., Murray, Ark.)

A. Only briefly during the day when they're working.

Q. Does Porter Wagoner and wife live in Springfield? (C. B., Springfield, Mo.)

A. Porter is here, but at the present time his wife is still in Waynesville waiting to find accommodations here in Springfield. They, along with their small son, hope to make their home here soon.

Q. If the Haden Family is in Omaha, Neb., why is it that we can hear them over KWTO? (K. C., Rogersville, Mo.)

A. The Haden Family and Doc Martin are heard over KWTO, for the Perfex Company, by means of transcription.

HAPPY BIRTHDAY TO:**NOVEMBER**

Dave Estes	November 1
John Mahaffey	November 6
Bettie Low	November 10
George Earle Wilson.....	November 18

DECEMBER

Carolyn Hughes	December 5
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Family Portrait

We'd like you to know Mr. and Mrs. Gerald D. Osborn and young son Gerry Allen. Gerry Allen should have been our baby of the month during August, as he was born on the 23rd of August this year. Mrs. Osborn, a native of Springfield, was the former Miss Ruth Abbott. Many will remember her from early radio days when she and Gerry, Sr., were known as "Jerry & Jackie". Dad Osborn hails from Linden Lure, Mo., and he and Ruth were married March 20, 1937, at Ozark. Ruth is pretty busy running a home nowadays but Gerry is an important part of many of KWTO's feature shows. We're hoping to keep them around at least until young Gerry Allen grows up to take Pop's place.

MRS. GLEN PICKERING
BOIS D'ARC, MO.

8-52

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John B. McPherson
A.H. Lawrence
Renee Hayes
Genie Browning
Al Johnson
C.W. Johnson
Arthur Boyle
Bill Foster
Betty Lou
Vern Hawkins
Bill Bailey
Paul S. Mitchell
Paul B. Glynn
Jerry Osborne
Carolyn Shugart
Edie Landis
Edie Dennis
Gary Walter
Loyd Glindilas
Patti Hansen
R. Evans
Joe Schermer
Dale Parker
Lou Black
Dale Parker
Louise Force
Bill King
Joe Ballard
Bob Hesington
Chuck Hesington
Bob Ballard
Buster Lans
Ward Stope
Helen J. Everett
Aunt Martha.

Here are the signatures of the current radio family. We have had many requests for various staff members autographs and trust this will serve as a valued part of your KWTO Album.