

THE

KWTO

DIAL

*Tenth Anniversary
Issue*

1941 • AUGUST 15 • 1951

THE OZARK EMPIRE FAIR

BY WENDELL LOCKE

This is the month KWTO again meets thousands of its friends, in person, for this is the month of the Ozark Empire Fair.

Today, our Ozark Empire Fair is achieving national recognition and appreciation because of the excellence of its exhibits. It is something we are all interested in; something we have built with Ozark ingenuity, faith and labor.

We little realize, perhaps, just how our Fair grew from its knee breeches into the feature show of the Ozarks?

About 1885, when merry-go-rounds were horse pulled, when soda pop bottles re-used the same rubber stopper again and again, when side-show dancers were daring when they wore bloomers tied around their ankles, our first Ozark Empire Fair was really starting.

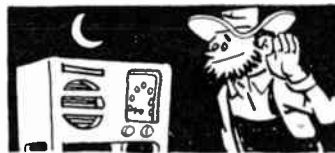
There had been Fairs before. Early in the 1880's, where the Maple Park Cemetery is today, there had been Fairs. But they were small ones. It wasn't until a group of civic minded business men organized a corporation they called the Springfield Southwest Fair and set it up on the land where Southwest Missouri State College now stands that we had a Fair which attracted people from all over the Ozarks region.

People came from miles around. The railroad offered special excursion rates to

(Cont. on page 34)



A sincere tribute to H. F. (Uncle Frank) Fellows. Mr. Fellows is undoubtedly in many ways the daddy of the Ozarks Empire District Fair. He was the Fair's first President of Board of Directors, a position which he still holds. Former President of the Springfield Wagon Company, Frank Fellows put on wheels many of the famous shows, carnivals and fairs of the years gone by. He can no doubt number among his friends more folk of the entertainment world than any man in this section of the country. The picture to the left is a photographic reproduction of a painting made of Mr. Fellows by the famous portrait artist, Louis Freund. Mr. Freund is a member of the art department of Stetson University, Deland, Florida. He maintains a home at Eureka Springs, Ark. and painted this portrait in the Fall of 1947. It was purchased by Mr. Ralph Foster and Radio Station KWTO and presented to the Ozark Empire Fair. It now hangs in the Fair's Administration office on the grounds.



" DEAR

KWTO "

A letter come in hyar to us
Not more'n a week ago
From some guy lived on Bee Creek:

"The river's up, the fishin's pore,
Termaters took the blight,
The roof's sprung leaks and two cows calved
The middle of the night.

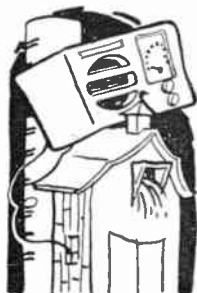
I'm short on sleep and long on chores,
But here to tell the nation,
Hillbilly life's still fine as long
As I can hear yore station."

We writ right back and says to him:

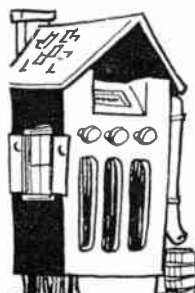
"Dear feller down on Bee:
The letter youens mailed is shore
The kind we like ter see.
Our bizness has its ups and downs,
Just like with other folks,

But let us tell you here and now—
We'll go on crackin' jokes
'N singin', fiddlin', cuttin' up
Upon the ray-de-o
As long as we got friends that write

'N say they want it so
It's O. K. if they cuss us out
'N criticise our labors
If they'll just keep remindin' us



That
US
and
THEM
is
NEIGHBORS!



Keep Watching The Ozarks!

Souvenir Edition Paid circulation averages over 11,000 monthly, notarized. 25¢ per copy

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

Address correspondence and renewals to Editor of The Dial, KWTO, Springfield, Missouri. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.

If the numbers 8-51 appear after your name on the address label at the top of page 36, your subscription expires with this issue.

1941—HAPPY BIRTHDAY TO US—1951

Sure we're proud. Ten years, one hundred and twenty issues, over a million copies and the KWTO DIAL looks forward to continuing on the road of even more pleasurable years to come.

In celebrating our 10th Birthday we can look back on all the ups and downs with the satisfaction that your loyalty has been more than reward for any headaches that go with the publishing of a magazine. Comparative newcomers to the big KWTO DIAL reading family would be surprised to learn how often we hear, from subscribers: "I've been taking The DIAL since the very beginning and have saved them all—even that first free copy!" The picture below shows Pres. and Gen. Mgr., Ralph Foster, Gladys

McKee (then KWTO's Mail Clerk) and Your Editor smiling happily over the some 9,000 orders that came for that very FIRST DIAL. The date was August 15, 1941 and leafing back through the copies in our files, it's interesting to note the KWTO-ers who are still with us, Floyd Sullivan, Les Kennon, Geo. Earle, Fritz Bauer, Slim, Aunt Martha and Junior, Al and Lee Stone, Zed Tennis, Buster Fellows. Our subscription files also show hundreds of names and addresses that have remained the same through the years. That, of course, is the tribute in which we take most pride.

It's awfully nice to have you celebrating our birthday with us. May we all be around to celebrate many more to come.



KWTO MANAGEMENT

RALPH D. FOSTER, President and General Manager of Radio Station KWTO. Pioneer in the field of radio broadcasting, Ralph Foster started his first station in St. Joseph, Mo., in 1924. Although still this side of fifty (he wouldn't say which side), Mr. Foster's radio operations have been a proving ground for now accepted procedure in the field of commercial broadcasting. His emphasis on personalizing programs, his sense of showmanship and his astute management have made KWTO, which was established in Springfield, Missouri, in 1933, truly the "Voice of the Ozarks Empire".



C. ARTHUR JOHNSON, Vice-President—Sec., and Treas., of Radio Sta. KWTO. Mr. Johnson entered the field of broadcasting in 1932 associating himself with his brother-in-law Ralph Foster in the operation of the original station at St. Joseph. Moving to Springfield the following year and with the establishment of KWTO he continued that always progressive policy that has brought the best in radio to the listener. In addition to his many duties with the station, Mr. Johnson is today Manager and Treasurer of the Pioneer Advertising Co. His beautiful and productive farm located just to the west of the KWTO transmitter site is one of the areas showplaces.



LESLIE L. KENNON
Ass't. Mgr.

With KWTO since 1937. His is the job of making the wheels of our service to the Ozarks run smoothly. Efficient and personable, Les is a favorite with business associates and employees alike.

RAYMOND M. KELTNER
Gen. Sales Mgr.

Joined KWTO's Sales Force in 1944. Ray's ability to show the advertiser the value of KWTO as a media in reaching the vast Ozarks Empire is responsible for the station's top entertainment fare.





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KWTO's COMPLETE NEWS COVERAGE

KWTO feels fortunate indeed to have at the head of its News Department, **Mr. Floyd Sullivan**. "Sully" is one of the Deans of Missouri Newsmen. His background of working as a printer's devil on a country newspaper dates back to 1910. Graduating to the writing of news and ultimately owning his own paper in his home town of Billings, Mo., "Sully" came to Springfield in 1919 to work for the old Springfield Republican operated by E. E. McJimsey. He had originally intended to be a lawyer but "news reporting" was in his blood and when in 1933 radio came on the scene in the "Queen City" he became associated with Mr. Foster and



NEWS EDITOR
FLOYD SULLIVAN

Joe Sullens and Paul Glynn. These young men, each with distinctive talents in their chosen field prepare 51 locally originated newscasts each week for KWTO. These cast cover the international, national, regional and local scene and have help make "The Voice of the Ozarks Empire" the station listened to for the LATEST NEWS, reported FIRST, FAST and ACCURATELY.

KWTO News Department has the complete teletype reporting service of the United Press, and stories coming from the four corners of the world roll in to the news room 24 hours a day. These stories concisely edited and combined with the coverage of the news breaking in the immediate vicinity by our own news staff go to make up the fast pace quarter hour broadcast of the latest happenings.

The KWTO News



VERN HAWKINS



LEONARD RADER

Mr. Johnson. The 17 years of service he has given radio in reporting the news with ability and integrity has been a fortunate and happy sequence of events for millions of KWTO listeners. Graduates of Mr. Sullivan's News Department have gone on to many top spots in the field of journalism and the honor and privilege of working under him make the job of "radio reporter" in KWTO's News Room an enviable and sought after position. Today serving in this capacity, are Vern Hawkins, Leonard Rader,



JOE SULLENS



PAUL GLYNN

Department incorporates in its scope of activity the station's coverage of all sporting events. Mr. Vern Hawkins of the staff serving as the station's ace Sports Reporter and Sportscaster. Thousands of sports fans look forward to his nightly "Roundup From the World of Sports", 6:15 to 6:30 p.m., Mon. through Sat.

KWTO NEWS ROUNDUPS OF INTER-NATIONAL, NATIONAL AND REGIONAL IMPORT

- 7:30—7:45 a. m.—Sunday Broadcast Sponsored by MFA Milling Co.
Monday—Wednesday—Friday, Butternut Coffee.
Tuesday—Thursday—Saturday, Lipscomb Grain and Seed Co.
- 9:45—10:00 a. m.—Monday—Wednesday—Friday, Sponsored by Williams Lumber Co.
Tuesday—Thursday—Saturday, General Wesco.
- 11:55—12:00 Noon—"World News in Brief", Monday through Friday, Sponsored by Staley Milling Co.
- 12:30—12:45 p. m.—"Noonday News Roundup", Sunday, Sponsored by Knight Oil Co.
Monday through Saturday, Sponsored by MFA Milling Co.
- 4:00—4:15 p. m.—"Mid-Afternoon News", Monday through Friday, Sponsored by Springfield Grocer Co. for Creamo
- 5:15—5:30 p. m.—"Ozark Newsettes", Monday through Friday, Sponsored by People's Outfitting Co.
- 6:00—6:15 p. m.—"Early Evening News", Monday through Saturday, Sponsored by Ozark Motor and Supply Co.
- 7:00—7:15 p. m.—"Sunday Evening News", Sundays only, Sponsored by Milton Oil Co.
- 10:00—10:15 p. m.—"Late Evening News", Sundays, Sponsored by Farm and Home Savings and Loan Asso.
Tuesday, Thursday and Saturday, Sponsored by Mono Manufacturing Co.

KWTO's COMPETENT ENGINEERING DEPT.



CHIEF ENGINEER FRITZ BAUER

Headed by Chief Engineer, Fritz Bauer, KWTO's Staff of radio engineers is recognized as one of the most competent in the industry. This fact is attested to by the smooth operation of the station's 5000 watt transmitter and the myriad pieces of broadcast equipment necessary for the daily programs beamed throughout the 4-state Ozarks. Fritz Bauer is in years of service one of the company's oldest employees. He built Ralph Foster's first radio station, a 100 watt powered transmitter on a 347.8 meter wave length which was constructed in the rear of the Foster-Hall Tire Service Station in St. Joseph, Missouri, back in 1926. He came to Springfield with Mr. Foster and has since built and supervised each transmitter and piece of equipment used for the growth of "The Voice of the Ozarks Empire—KWTO". A perfectionist and master of elec-

trical knowledge Mr. Bauer has surrounded himself with the efficient and talented group of men pictured below: Engineers Jim Turner, Wallace Fender, Reuel Haymes, Andy Lawrence, Wan Hope and Norman Rude (not pictured).

At present this crew, in addition to their duties of operating the station's mechanical equipment for its 19 hours of broadcast activity each day and keeping each part in the best of working perfection, are busily engaged in installing the necessary equipment that will soon enable KWTO to enjoy full time (Night and Day) 5000 watts of power operation. Completion of this work is expected by early fall and each member of the staff is anticipating the time that this work will permit adding thousands of listeners to become "friends and neighbors".

Without the boys of the Engineering Department, doing plenty of hard work in setting up the special "remote" equipment necessary, it would have been impossible for us to participate in the Fair as we have this year. Those visiting the Fair and our broadcast tent undoubtedly noticed that near complete studio facilities were necessary for the origination of all live talent shows, from 10 to 4 p.m., direct from the Fair grounds.



JIM TURNER



WALLACE FENDER



REUEL HAYMES



ANDY LAWRENCE



WAN HOPE

The PRAIRIE PLAYBOYS GENTLEMEN OF SONG



To tell the story of the **Prairie Playboys** we would have to go back to the year of 1936, for it was 15 years ago that this popular act came into being. Naturally there have been changes in its personnel! It has been a smaller and a larger musical aggregation. However, through the years, three members have remained the same — **Slim Wilson**, about whom the group was built; **Bob White** and **Zed Tennis**. Many old time KWTO listeners will recall when the act embraced such favorites as **Dale (Smokey) Lohman**, steel guitarist (now with WLW in Cin.); also **Glenn Robb**, who is now in radio in Des Moines, Ia.; and our good friend **Bill Mason** who is still here in Springfield, but now out of the music game. Basically the **Prairie Playboys** were organized as a singing group interpreting western songs in distinctive vocal arrangements, and although the present group consisting of **Slim, Zed, Bob and Doc Martin** still bring their listeners many a pleasing song, their other musical talents also find important places on their program. Add to this the four boy's keen sense of showmanship which brings sparkling comedy and foolishness to their shows, and every broadcast which fea-

tures the **Playboys** finds thousands of avid listeners with their ears glued to the radio. Their current 7:45 until 8 a.m. **Mon. through Fri.** visit for the **Springfield Grocer Co.**, is especially a favorite with KWTO listeners. In addition to their song and music the high spirited banter between the boys and their announcer, **Loyd Evans**, makes for a quarter hour of genuine entertainment. Telling the folks of the 4-State Ozarks, and anything in regard to the goodness of **Springfield Grocers' famous Yellow Bonnet Products** is an easy and pleasurable task. So combining a sales message with the **Prairie Playboys'** easy flowing brand of entertainment is something our Program Department enjoys planning. The **Prairie Playboys** are also currently heard on the 11:35 to 11:55 segment of the **Ozark Farm and Home Hour**; are the featured entertainers of the 10:15 a.m. **Sat.** broadcast for the **Helzberg Co.**, and during the week of the **Ozark Empire Fair**, are carrying a special 15 minute program, 3:45 to 4 p.m. for the **Glasgow Tailors**. This show is being broadcast from the KWTO tent at the Fair grounds.

Since we have mentioned the **Prairie Playboys'** **Mon. through Fri.** visit for the **Springfield Grocer Co.**, we certainly want to tell you that this valued KWTO advertiser furnished the volume of necessary sugar for the **Dial's** gigantic birthday cake, and we're here to assure you that fine **Yellow Bonnet food products** will add to the pleasures of your meals when you insist on them for your family's table.



"DOC" — ZED — SLIM — BOB

THE HADEN TRIO WITH UNCLE CARL AND "DOC" MARTIN



It hardly seems necessary to introduce any member of the **Happy Haden Family** to a mid-western radio audience. **Mary Jane**, the mother, and daddy, **Carl, Sr.**, were radio artists for over 20 years and as each member of the Family came along and they were able to toddle up to the microphone, they joined this happy singing group. Today, 4 members of the Family are continuing their careers in broadcasting. As one of the featured acts over KWTO, we proudly present **The Haden Trio** consisting of **Carl, Jr.**, the oldest of the Haden children, now married and with a dandy baby son of his own; **Mary Elizabeth**, who is now **Mrs. Ellis Davison**; and **Jimmy Haden** still of the home. This talented vocal trio is augmented by the swell guitar music of **Doc Martin**, and with **Uncle Carl** doing the emcee work and commercial announcing for their shows are pleasing thousands of radio listeners



UNCLE CARL

throughout the 4-State Ozark area. Their current 2:15 p.m. **Mon. through Friday** series for **Pillsbury** is earning them the reputation of being the champion flour salesmen of the Ozarks. Add to this their **Tues. and Thurs. 6:30 a.m.** broadcast for the **Independent Stave Mill** and their 8:15 to 8:25 a.m. visits for **Purity Bakers** and it is easy to see how they are kept more than busy in answering the many requests for the favorite songs they do so well. During **Fair Week**, the Hadens will be carrying several extra shows and broadcasts from the Fair grounds.

Hundreds of pieces of mail received each month inquire as to the whereabouts of other members of the **Happy Haden Family**. Mother **Mary Jane** has more or less retired to homemaking for her family. However, along with **Cowboy Charlie**, now 13; **Sharon Kay**, now 9, and **Atomic**, 6, she still makes periodic appearances.



JIM



ELIZ.



"DOC"



CARL JR.

THE GOODWILL FAMILY

PERENNIAL
FAVORITES

Known far and wide throughout the Ozarks hill country, as "Radio's all-time favorite", KWTO is proud to present any program featuring the Goodwill Family. During the past approximately 18 years, they have literally sung their way into the hearts of their listening audience and, as each passing day increases their popularity, it would seem they rightfully deserve the title given them. Composed of brother and sister,

Clyde "Slim" Wilson, Martha Baty, and Aunt Martha's son, Junior, and George Rhodes, this quartet specializes in the singing of the old gospel songs and melodies of the hill people. It would be impossible to enumerate the number of these songs that the Family know from heart and sing in the style in which they were originally written. Adding to these, the many beautiful religious songs of more recent origin, it is easy to



SLIM



MARTHA

see why the Family's repertoire is a never tiring source of enjoyment to the listeners of their program. In addition to their current 12:15 Mon. through Sat. programs for MFA and their 3:30 Mon. through Fri. visits for the makers of Hadacol, the Family is heard at numerous other times doing special numbers that make their appearance a highlight of other shows. Martha, Slim and Junoir were part of the original Goodwill Family Quartet and as George Rhodes has been capably filling the Bass position for over 8 years, this group works together as a unit for whose abilities it would be difficult to find equals. Their thousands of personal appearances each year throughout the entire Ozarks area added to their 18 years of air work have earned for them millions of friends. Currently the Family is offering the second edition of their collection of "Favorite Hymns for Creative Living". A songbook of words and music containing 84 of the numbers which the Family sing and have helped to make popular on their various programs. Choice of the numbers included is made on the basis of requests received from their listeners. The book is available upon order to the Goodwill Family, in care of KWTO at 50¢ per copy.



JUNIOR



GEORGE



GEORGE & BUSTER

Here's two fellows who "make music wherever they go." Natives of the Ozarks, **George Rhodes** and **Buster Fellows** are perhaps two of the fiddliest guitar playin'est singin'est fellows you could find anywhere. They are both old timers on the KWTO staff and find places individually and together on many of the station's featured shows. Their 6 to 6:15 a.m. Mon. through Sat. visit is a "must" with early morning listeners, and if you ever want some real genuine Ozark Square Dance music, here's two boys that can fill your needs to a "T".



MEET YOUR NEIGHBOR MRS. IKE AND BEN

Perhaps no more fitting title for a radio broadcast of its type could be found. A combination, audience participation, musical program and friendly visit are the component parts of the popular Sat. morning feature, "Meet Your Neighbor." Originating in "Springfield's Most Unusual Store," **Ike Martin's** and emceed by Mrs. Ike herself, this program brings to the air hundreds of

people who are regular listeners to the broadcast themselves, customers and friends of **Ike Martin's** for years standing and loyal neighbors of KWTO. Personable Mrs. Ike Martin's enthusiastic handling of the show, ably assisted by son, **Ben J.** and with music and song provided by KWTO's staff artists makes "Meet Your Neighbor" enjoyable listening. Remember it is each Sat. from 10:30 to 11 a.m.



SONGWRITER—DALE PARKER



It perhaps seems unusual that an individual staff artist should rate a separate and individual write-up in this section which features programs and program acts, but Dale Parker is an unusual fellow. Although carrying no broadcast show of his own, his musical talents make him an integral part of many KWTO shows. A master banjoist, a fine guitar player and a song writer of national reputation makes Dale Parker an outstanding member of the KWTO Family. His compositions "Little Angel With the Dirty Face," "No Children Allowed," "False Alarm" and others have been played, sung, hummed, recorded and heard from coast to coast. Undoubtedly the future will see many more of Dale's tunes among the top of the nation's hit favorites and we are hoping that it will be a long time before we miss his droll humor and pleasant presence among us.

HYMN TIME WITH AL AND LEE STONE

Someone once said a great hymn is not something that has been manufactured for the song market, but is the creation of a soul who has communion with God. Undoubtedly no other element in worship provides the worshipper with a more natural and delightful vehicle for expressing religious feelings and aspirations. The gift of interpretation of such music is given to few and in the song and music of Al and Lee Stone we find a perfection that has earned them acclaim for many years. Al is one of KWTO's oldest employees having come to Springfield when the station was moved here from St. Joseph, Mo., and as we look back through the years and remember Al's singing of solos and with now many famous trios and quartets, we realize the pleasure that his voice has undoubtedly brought to many thousands. Al also is remembered for announcing and his character interpretations on such features as the "Little Crossroads Store at Ozarkanna Corners." The loveable Chuck Wagner of that series will not

soon be forgotten by any KWTO listener of the years gone by. Through it all, however, Al has maintained his "Hymn Time" broadcast and with the talented fingers of his charming wife, Lee, providing the musical background, they are currently heard 8:45 a.m. each Sunday morning.

The promised Stone "Family Portrait" will appear next month. Look for it.



AL AND LEE STONE

"SADDLE ROCKIN' RHYTHM" . . .

RADIOZARK
PRODUCTION

A RadiOzark Production! KWTO's sister company RadiOzark Enterprises is today providing the broadcasting stations of the nation many of their outstanding transcribed programs. Realizing the need for such a service, appreciating the great array of talent to be found in the Ozarks and desiring to share the splendid entertainment such artists could afford, this company was organized a few years back and became the first transcription company to operate nationally in the Ozarks area.

"Saddle Rockin' Rhythm" starring Shorty Thompson, Sioux City Sue and the Boys was the first open end series cut by the company and today this show enjoys not only local, regional, national but international acclaim. The distinctive rocking rhythm styling of the western music and song featured has enjoyed the sponsorship of the Ford Dearborn Tractor Company, the Dr. LaGear Company and has been heard for the entire series over the 32 stations of the Canadian network under the sponsorship of the Ogden Tobacco Company. Shorty Thompson is a native of the Ozarks and many of the immediate area will recall his pioneer days in radio and the old KWTO show known as "Slim and Shorty." Shorty Thompson is in real life J. Henry Head. His charming wife, Sue, is the featured accordionist of the show. Her talented sister, Sally, is heard on the first series. The current Saddle Rockin' Rhythm Boys are Bob White, Bass Viol., Doc Martin, Gui-

tarest, and that master fiddlin' man, Zed Tennis. In addition to the above mention regional and national sponsorship which the program has enjoyed, today nearly a hundred stations throughout the country are carrying the show under local sponsorship. It is currently being heard over KWTO on each Monday, Wednesday and Friday 10 to 10:15 a.m. under the sponsorship of Staley Sweetose Syrup. It has been proven that one listen to the Saddle Rockin' Rhythm program means a devoted fan to every show that follows. Shorty Thompson maintains a home in the Ozarks near Walnut Grove, Mo. He is now playing one of the Colorado Dude Ranches, but plans an early fall return to the beauty of the Ozarks Hills.

The other boys of the cast, Bob White, Doc Martin, and Zed Tennis of course maintain residences in Springfield and are staff members of Radio Station KWTO where they are heard with various musical groups and individually on numerous programs throughout the day. The informal picture below was taken several months ago by staff photographer Reuel Haymes and was used in nationwide publicity for the "Saddle Rockin' Rhythm" series. The Rustic Rail fence which adds to the beauty of the picturesque scene is found just to the edge of Springfield and makes an ideal setting for our photo of this group. Listen for Saddle Rockin' Rhythm—it's a show you're sure to enjoy.



SHORTY — BOB — SUE — "DOC" — ZED

THE SMILEY BURNETTE SHOW

RADIOZARK
PRODUCTION



JOE DOUG DUSTY SMILEY ROY GENE GEORGIA

Here's the newest of RadiOzark Transcribed shows. Starring the "Clown Prince of Western Pictures" and Radio . . . Smiley Burnette, these 156 quarter hour "set-tos" of comedy, music and song are proving a sensation wherever heard. Although Smiley Burnette has been a feature of many films; voted by FAME for 14 consecutive years among Hollywood's top ten western stars; is the composer of over 300 comedy, novelty and western songs; and is a favorite of the entertainment world, this series of shows is his first venture into radio. Supported by the Whippoorwills, who many of you remember as former KWTO staff artists, the Gay Rancheroos and petite feminine soloist, Sweet Georgia Brown, Smiley combines his talent to produce as rollicking a quarter hour as could be wished. With a galaxy of top name guest stars including Tennessee Ernie, The Sons of the Pioneers, Earnest Tubb, Johnny Ukelele, Hank Williams, Shug Fisher and many others making appearance on approximately every other show the program is really a knockout. This show is currently being heard on the all-Canadian network, was recently sold for release on 30 stations in the United States under the sponsorship of the United States Tobacco Company, and is being sponsored locally and regionally on many other independent stations throughout the country. Serving as the program series announcer and straight-

man for Smiley's banter is KWTO's own Chief Announcer and Assistant Program Director, Joe Slattery. Joe has served in this capacity as commercial announcer on numerous custom built transcribed shows recorded by RadiOzark Enterprises, and for the Robin Hood Hoedown series, starring George "Candy Kid" Morgan for the International Milling Company, he was dubbed under the non de plume Red Davis. With Joe's "carrot top" a sir name is certainly apropos and it has stuck to the extent that it is being used in most of his current transcribed work. You will want to be listening to the Smiley Burnette Show so don't forget to tune 560 10 to 10:15 a.m. each Tues., Thurs. and Sat. Smiley, the Whips, Sweet Georgia, the Rancheroos and Red Davis all promise you a quarter hour of mighty fine listening. The "Whip's", along with Sweet Georgia Brown, were recently in Springfield for the cutting of master tapes on a new series of shows being prepared for the International Milling Co. and Robin Hood Flour. Smiley also paid us a visit the latter part of July and was taken on one of the Ozarks famous "float trips" by Boss Man, Ralph Foster, RadiOzark Manager, Eli Siman and RadiOzark Sales Manager John Mahaffey. Numerous "pics" were taken during his visit and perhaps we can promise one or two of them in the Sept. Dial. Look for them. As Smiley would say, "So long now, think well of me and I'll dare you to talk about me."

SALLY BRIGGS AND HER BOY FRIENDS

This popular act headed by an equally popular young lady vocalist, although fairly new to KWTO's schedules is finding enthusiastic acceptance throughout the area. As you might expect, Sally Briggs is in reality a radio name. Sally is in real life Mrs. Larue Treat, a native of Yellville, Ark. Her appearance on KWTO's programs, starting in April of this year, was in reality a return performance for Sally was a staff artist in 1943. Her current shows present her pleasing voice supported by the Boy Friends; "Doc" Martin, Pat Patterson and Junior Harworth. Be listening for her at 6:15 a.m., sponsored by the Bill Hagel Auction Co. on each Mon., Wed. and Fri. as well as the segment of the Ozark Farm and Home Hour which features this group. They are also heard on Saturdays at 8:15



for Newport Stores and at 2:45 in the afternoon, Mon. through Fri. You won't want to miss any of Sally's shows, they are all "tops" in good listening.

BLACK'S WAX WORKS . . . POPULAR PLATTERS & CHATTER

When a Program Director sits himself down at the turn tables surrounded by thousands of records and the free wheel to originate a disc jockey show anything is liable to happen. That's the case with the

45 minutes presided over by KWTO's personable Program Director, Lou Black. But what's more important, it's pleasing audiences far and wide. Divided into two segments, a 2 to 2:15 period and a 2:30 to 3 o'clock period Mon. through Fri., Black's Wax Works brings the listener all that's late in good and popular western, hillbilly and dance music. With one cardinal rule to answer as many requests as possible for the listener's favorite numbers, Lou takes it from there and turns out a program that is growing in popularity daily. The makers of Cheer are responsible for bringing the first quarter hour while the manufacturers of D-Con and Fli-Pel latch on for other segments of the show. It's mighty good listening, better tune in regularly.

Let Lou hear from you. Remember, your requests are always welcome.



HILLBILLY HEARTBEATS

MAY McCORD
OZARKS QUEEN

May Kennedy McCord's 8:30 a.m. Sun. morning broadcast for the Janss Lumber Company as well as her monthly Dial column, "Hillbilly Heartbeats", has only served to further endear her to the hearts of her thousands upon thousands of friends. Yes, undoubtedly, May McCord is one of the best loved women of the Ozarks. A nationally celebrated authority on American folk heritages, her deep seated and sincere understanding of human nature radiates through her warm personality and charms all with whom she comes in contact.

"Hillbilly Heartbeats" originated as a weekly column in the Springfield Newspapers. May wrote of the people she knew so well, of their lores and ways for over 11 years. Then she went to St. Louis, and to radio. Today she is listed in "Who's Who", hundreds of her ballad records are in the Library of Congress, but May Kennedy McCord is still the sincere, loveable "Queen of the Ozarks" who came from a



log house near Carthage, Mo. The text of her life might have been taken from these lines in John Edward's credo: "Resolved to live with all my might while I do live".

FAIR AND WARMER

WEATHERMAN
WILLIFORD

Undoubtedly, Charlie Williford is the male counter-part to our above opening paragraph description of May Kennedy McCord. Charlie's friends are legion and there is probably no nook or cranny of the Ozark hills where he would not be recognized and affectionately greeted with a familiar, "Hi C. C., what's the weather goin' do?". For Charlie is the weather man—"Mr. Weather" himself, having first become associated with

the United States Weather Bureau thirty years ago at Chattanooga, Tenn. He came to Springfield, October 10, 1932 and those 19 years, which include the first official weather broadcast made on July 1, 1936, and the thousands of others that have followed over KWTO in the years since, have made him as familiar to any resident of the 4-State Ozarks as their next door neighbor. Charlie Williford is a master of the English language. His descriptive powers and love of the outdoors make his broadcasts poems of perfection. From his first weather broadcast in 1936 in Springfield, weather reporting and forecasting by radio has grown until today over 9 hundred stations are carrying such broadcasts originated by the weather bureau. C. C. Williford was made a Master Conservationist in 1950. He is an avid sportsman, fisherman and booster of the Ozarks. His weather broadcasts sponsored by Heer's each morning at 9:25 and sponsored by Sedgwick-Outlet each afternoon at 4:30 Mon. through Sat. as well as his popular "Williford Says" program, 4:25 p.m. Mon. through Fri. for Staley Milling Co., and his Ozark Tour broadcast 5:45 to 6 Tues. and Thurs. for Fay-Foto Finishers are listening "musts".



"MR. WEATHER"—C. C. WILLIFORD

RELIGION ON KWTO

"FAITH OF OUR FATHERS PROGRAM"

Rev. Floyd Hitchcock

Sunday Morning Broadcast.....7:00 to 7:15 a. m.

"MORNING BIBLE LESSON"

Monday Through Saturday.....5:45 to 6:00 a. m.

Saturday Morning Broadcast.....8:45 to 9:00 a. m.

(All broadcasts are conducted by "Your Radio Pastor")

Dr. Fred Eastham

Pastor

FIRST BAPTIST CHURCH

South Street

Springfield, Missouri



The Sunday morning church services of the First Baptist Church have been a continuous feature of KWTO's religious broadcasts for the past 6 years. These services are heard from 11:15 until 12 noon each Sunday.

"SUNDAY EVENING ALTAR"

Dr. Sears R. Riepma

Dr. Riepma, long-time Rector of Christ Episcopal Church of Springfield is again being heard on this popular quarter hour of religious meditation under the sponsorship of Wickman Gardens. Broadcast time each Sunday, 9:15 to 9:30 p.m.

OTHER OUTSTANDING RELIGIOUS BROADCASTS HEARD ON KWTO

"PRESBYTERIAN HOUR".....	6:30-7:00 a. m. Sunday
"WORDS OF LIFE"—(Assemblies of God).....	8:00-8:30 a. m. Sunday
"MESSAGE OF ISRAEL".....	9:00-9:30 a. m. Sunday
"VOICE OF PROPHECY".....	10:00-10:30 a. m. Sunday
"CHRISTIANS IN ACTION".....	10:30-11:00 a. m. Sunday
"REVIVAL TIME"—(Assemblies of God).....	2:00-2:30 p. m. Sunday
"BILLY GRAHAM, EVANGELIST".....	2:30-3:00 p. m. Sunday
"OLD FASHIONED REVIVAL HOUR".....	3:00-4:00 p. m. Sunday
"CHRISTIAN SCIENCE PROGRAM".....	5:45-6:00 p. m. Saturday
"CHRISTIAN BROTHERHOOD"—(Church of God).....	6:30-7:00 p. m. Saturday

MRS. TUCKERS "SMILE" PROGRAM

We'd have a hard time fooling anyone in the 4-State Ozarks that the jovial young fellow pictured to the right is any other than KWTO's own Bill Ring. However, to thousands of listeners in an 8-State Midwestern area where this RadiOzark Transcribed Program Series is released for Mrs. Tucker, Inc. of Sherman, Texas, he is "Happy Jack Tucker". Bill is doing a swell job these days in his roll of Happy Jack and through his Mrs. Tucker "Smile" Program is not only entertaining thousands upon thousands of listeners with his distinctive and enjoyable song styling but is advising them of the goodness to be obtained from baking pastries with Mrs. Tucker's Shortening and using pure Medolake Margerine.

Incidentally, we want you to know that the Dial's gigantic birthday cake was baked with Mrs. Tucker's shortening. To our way of reasoning, it would be unthinkable otherwise. Bill comes to Springfield, once every month to prepare additional shows for this series and always asks to be remembered to



his many friends throughout the Ozarks. The Rings now reside in Houston, Texas. Don't forget to listen to Happy Jack over KWTO every Mon., Wed., and Fri., 5:45 to 6 p.m. Mrs. Tucker and Jack extend their personal invitation.

KITCHEN TALKS

EDITH HANSEN
FOR TIDY HOUSE

As far as the women of the Ozarks are concerned, Tidy House's choice of Edith Hansen to be their radio representative was certainly a wise one. Although very few of the women folk throughout KWTO's coverage area have had the opportunity of meeting Edith personally, her charming personality so aptly displayed on her regular 10:15 a.m. Mon. through Fri. "Kitchen Talk" visits, has won her thousands of



friends who feel they know her as a next door neighbor. Mrs. Hansen's "Kitchen Talk" broadcast originate by means of transcription and are prepared direct from her home in Shenandoah, Iowa. Her authoritative advice to the homemaker in solving the many problems of housekeeping and homemaking is enjoyed by the audiences of numerous radio stations throughout the midwest. In interest of the Tidy House Company's quality products, Perfex, GlossTex, DeXol, and Shina Dish, Mrs. Hansen has won many a grateful user to the use of these household helps. Her continuous valuable premium offers bring her loads of mail which includes personal household problems and helps which the writer and listener wishes to share with others. Edith wants you to know that her greatest source of satisfaction is her mail and your discovery of the value of the products she advertises.

Naturally she hopes that each of you will continue taking advantage of the premium offers she makes on her broadcasts and will feel free to let her know of your experiences in using her company's products and your discoveries in making household tasks easier. Incidentally you'll be interested to know that we are planning to have Edith in Springfield for a "Homemaker's Day" sometime early this Fall. You have a personal and special invitation to attend. Listen for the announcement.

JUDY AND JANE

The lovely young woman in the picture at the right is representative of the fine afternoon entertainment KWTO offers housewives, Monday through Friday. She is **Jane North** of the **Folger Coffee Company's** popular serial "Judy and Jane" heard over KWTO from 1:45 until 2 p.m. Mon. through Fri. As you undoubtedly know, Jane is the mother of **Carrol, Sunny and Joyce**, and the loyal friend of **Judy and Jerry Boggs**, all of whom are characters in these true-to-life adventures. Jane is in real life **Betty Ruth Smith**, formerly of **Wichita, Kans.** The "Judy and Jane" series under **Folger's** sponsorship is one of the oldest, consistent afternoon shows carried by your friendly Ozark neighbor. Don't miss it.



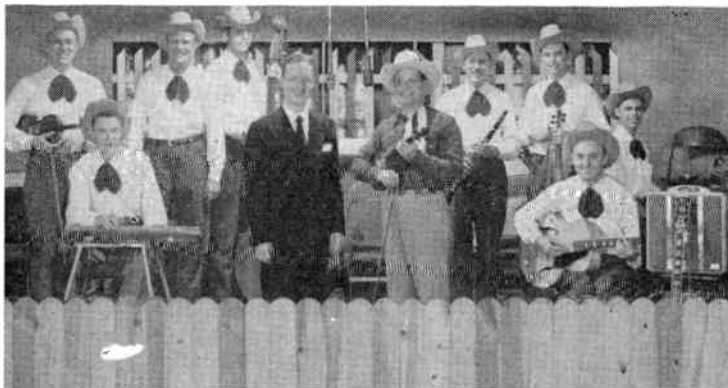
MA PERKINS OF RUSHVILLE CENTER

One of radio's most celebrated serials—**Ma Perkins**. The background of the story—**Rushville Center**. The central character, of course, **Ma herself**. This courageous widow who believes in living by the Golden Rule has many counterparts among Ozarks women as well as many friends among them. The trials and tribulations of **Ma**, her brood and friends center around the lumber yard which she operates in **Rushville Center**. For

over 17 years, she has reigned as the favorite of millions and is currently sharing her Christian wisdom with KWTO listeners from 1:15 to 1:30 p.m. Mon. through Fri. under the sponsorship of **Proctor and Gamble**. Pictured here we see **Ma** and her loyal friend **Shuffles Shober** in an informal pose taken in her lumber yard. Regular listeners to the series will undoubtedly recall other characters of the story—**Ma's** daughters, **Faye** and **Evie**, and **Evie's** husband, **Willie**; **Spencer Grayson**, recently made Advertising Executive to whom **Faye** is engaged; and **Tom Wells**, the n'er-do-well writer who is involved in an auto accident and is now convalescing at the **Perkin's** home. It all makes for entertaining listening and if you are not already doing so, we urge that you tune in regularly for this entertaining radio fare.

Don't forget **Oxydol** makes the show possible.





Johnnie Lee Wills and his swell musical aggregation hardly need an introduction to any lover of western song and rhythm. Originating in our adjoining state of Oklahoma, the Wills band has been pleasing radio listeners and thousands upon thousands of persons at dances and personal appearances for a great many years. With decided emphasis on string music—guitars, steels,

fiddles and the clarinet—they produce mighty listenable entertainment. The current series sponsored by General Mills in interest of Red Star Flour is rapidly earning for Johnnie and the Boys the title of "Star Flour Salesman." We're pretty sure you're listening to them on their 8 to 8:15 p.m. Mon. through Fri. KWTO broadcasts. If not, better tune in and catch them regularly.

"YOUNG DOCTOR MALONE"



Were someone to initiate the presentation of an award for the "Radio Show Most Likely to Launch Stars" the daytime serial, "Young Dr. Malone," would win the title without encountering much competition. This popular show has acted as a take-off base for such past cast members as Richard Wid-

mark, Mercedes McCambridge and Gary Merrill. Now established stars devoting their talents exclusively to film making. The current cast members continue to add new laurels to the show. Among these are Vera Allen, familiar as the querulous "Mother Malone"; Barry Kroger playing "Sam Williams"; Windall Holmes as the kindly old "Dr. Paul Browning"; Bill Lipton as the headstrong brash youngster "Gene Williams"; Barbara Weeks as Young Dr. Malone's young nurse wife, "Anne"; and the talented actor pictured above, Sandy Becker in the title role of Dr. Jerry Malone. Mr. Becker, in addition to playing the title role in this series, is a staff announcer for one of the major networks. He also does an average of two dramatic television performances weekly, and is also noted as an amateur and sometimes professional cartoonist.

"Young Dr. Malone" is a story of vital interest and importance to every wife and mother. The program is presented by the makers of Crisco, and is now currently being heard over KWTO from 1:30 to 1:45 p.m. Mon. through Fri. Undoubtedly, "Young Dr. Malone" is one of the most popular daytime serials currently being heard over KWTO.

THE AIR ADVENTURES of JIMMY ALLEN



Jimmy Allen, a real American boy, has thrilled millions of boys and girls in the United States, Canada, Australia and New Zealand. It's been nearly 17 years since he was created by two Kansas City writers and today, in his latest series of adventures, we find him working in super-speed airplanes, jet propulsion, rocket ships and other post-war aviation development. The plot of the air adventures of Jimmy Allen is woven around the character Jimmy himself, a self reliant youth of fine habits, resourceful, courageous, capable of thinking his way through danger, and holding firmly to fine American ideals. Assisting in the series is Jimmy's adult counterpart, **Speed Robertson**; Speed's mechanic, **Flash Lewis** and, from time to time, such characters as **Wings Wagner**, **Rags Johnson**, and **Fat Face Kelly**. In the entire serial there are more than a dozen actors, and in the various episodes the juvenile listener lives the exciting adventures reenacted so capably.

The formation of Jimmy Allen Flying Clubs with certificates of membership, pictures of Jimmy Allen, actual lessons in aeronautics and safe flying, all add to the young folk's interest in this radio series which has the approval of Parent and Teacher Asso. throughout the country. The KWTO broadcast is currently sponsored by **Producers Creamery**, in interest of **Daricraft** fresh milk, and is heard 5:30 p.m. Mon. through Fri.

Oh, yes!—it was fresh **Daricraft** milk that helped make the goodness of our birthday cake, too.

"NO SCHOOL TODAY"

"No. School Today" heard every Saturday over KWTO from 9 until 9:30 is unique among radio programs—a network record show for children that children like. **Big Jon Arthur** is the producer and commentator for the program sounds "as though he might be a father talking seriously with his own 6-year-old at the dinner table."

Most of the show consists of the best available records and story albums. Between albums **Big Jon** visits with his invisible little pal "**Spar-ky**". (The latter is really a recording trick, but don't tell Junior). Parents have a special interest in the "Magic Spy Glass" that **Big Jon** uses to check up on manners and personal habits of his listeners. Letters from parents help in determining the course of this part of the program. Typical of a "No School Today"

selection of records is one that includes "**Bozo, the Clown**" at the circus; **Prokofiev's "Cinderella"**; "**Herbert's Happy Birthday**", a story about an English bulldog; "**Little Johnny Strikeout**", featuring **Joe DiMaggio**; and selections from **Grieg's "Peer Gynt Suite."**

All in all "No School Today", entertains the small fry in a fascinating way which keeps them occupied while mother finishes her housework. The 9 to 9:15 segment of the KWTO half hour broadcast is sponsored by the **Block Drug Co.**



BIG JON ARTHUR

THE LONE RANGER



The Lone Ranger is purely exciting dramatization of the spirit of the old west. Although historical characters often do appear in its episodes. Among those colorful figures of the old frontier days who have appeared in the plots are **Buffalo Bill, General Custer, Samuel Colt, Dan Slade, Geronimo, Brigham Young, Billy The Kid, and Pawnee Bill.** The "Mask Man of Justice" is now in his 18th year as the foremost Robin-Hood-On-Horseback of the airwaves. In the course of a whole generation of fighting for the right, the Mask Rider has brought more than three thousand mythical outlaws to justice—always handling them with enough efficiency and ingenuity so that he never has to take their lives, but always making sure that justice triumphs. The program's mail includes letters from second generation fans—young listeners—whose parents listened when they were the children's age and often still do. In fact, so many millions have been enthralled by "The Lone Ranger" over the years that he now undoubtedly is one of the major figures of American Folklore. Each broadcast presents a complete episode. The Lone Ranger roams from the Canadian Northwest border and the Dakota Badlands to the Rio Grande Country and the Texas Panhandle. With his faithful horse, **Silver,** and his Indian friend, **Tonto,** he protects the good against evil, the right against wrong. He rides into danger . . . challenging his enemies to combat, riding the trail in search of rustlers, thieves and highwaymen. Follow this popular feature presented by **General Mills** and heard over **KWTO** on each **Monday, Wednesday and Friday, 6:30 to 7. p.m.**

"SILVER EAGLE"

Silver Eagle, now heard over **KWTO** and **ABC, 6:30 to 7** each **Thursday** evening under the sponsorship of **General Mills,** dramatizes the adventure in the lives of one of the most famous law enforcement organizations in the world . . . the **Royal Canadian Mounted Police.** **Jim Ameche,** brother of **Don,** and well-known radio actor in his own right, plays the title role of "Silver Eagle." That is the name by which **Constable James West,** principal character of the series, has come to be known as the result of his exploits with the Mounties. He is famed throughout Canada as the man who fears no danger. In one encounter, he meets **Joe Bideaux,** whose family has been killed by the men **West** arrested. **Joe** is a boisterous French-Canadian with the woodsmen's savvy and strength. He joins up with **Jim West** in his fight for justice and their adventures together make up the stories. **Mike Romano** portrays the character of **Joe Bideaux.** Although basically these stories intrigue the young, the exciting tales of a valiant invincible man who has dedicated his life to the **Royal Canadian Mounties' motto "maintain the right",** encourages many avid fans among adult radio listeners. For fast moving, wholesome adventure you can't beat **Silver Eagle,** heard over **KWTO** each **Thursday** evening from **6:30** until **7.**

General Mills presents another air feature on **Tues. evenings** at **6:30** which you will also enjoy. It is a different kind of adventure show, entitled "**Mr. Mercury**". With the circus for its locale, the show features an international star who is also an undercover man for the government. Don't miss these two thrilling programs presented for your radio enjoyment by **General Mills, Inc.**



"This Is Your F. B. I." is a citizenship-building dramatization and the only network radio program based on the official records of the Federal Agency and bearing its special approval. Pictured here with Stacy Harris who carries the role of Special Agent Jim Taylor is J. Edgar Hoover, head of the nation's top anti-crime organization, The F. B. I. Although it is a special occasion when Mr. Hoover is heard on "This Is Your F. B. I.", the program regularly presents timely suggestions to citizens prepared from information supplied by his



agency how they can help keep down lawlessness. The show is written, produced and directed by Jerry Devine. "This Is Your F. B. I." thrillingly documents how the F. B. I. works . . . how it tracks down criminals . . . how its officials safeguard your life, health and the welfare of every citizen in the country. "This Is Your F. B. I." is presented by the Equitable Life Insurance Society of America and is heard over KWTO every Friday evening, 7:30 to 8 o'clock.

This is a comparatively new radio program which has replaced the "Ozzie & Harriet" program for the H. J. Heinz Co., during the summer months. The show was created by Earle Stanley Gardner with the leading role character, Jonathan Kegg, portrayed by Lee Bowman, who is constantly unfolding thrilling crime mystery dramas against the background of a court room. Mr. Bowman is a native of Cincinnati and might well have been a brilliant criminal lawyer, as the role he portrays, for he is not only descendant from a long line of judges and lawyers, but he also enrolled as a law student at the University of Cincinnati. Such schooling was interrupted, however, when knowledge of his sister's success as a Broadway actress influenced him to enroll in the American Academy of Dramatic Art. It was from Summer Stock to the New York Stage to Hollywood and 14 years of unabated popularity. The current radio series starring Mr. Bowman sponsored by the Heinz Co. is heard over KWTO from 8 until 8:30 each Friday evening.

A LIFE IN YOUR HANDS



LEE BOWMAN

DON McNEILL and the BREAKFAST CLUB



"The Breakfast Club" is without a doubt one of the oldest and best known shows on the air today. It's been going continuously since it was introduced by its host and master of ceremonies and creator, **Don McNeill**, on June 23, 1933. Don, who is pictured above, looks considerably younger than his two score and three years and he stalks at the idea that life begins at 40 or any other arbitrary figure. He is a man of many talents who long ago learned the merits of extreme punctuality. A frustrated cartoonist and composer of sorts, he has spent most of his life getting places ahead of time, and he is an ultimate example of how to stay young by living life to the fullest. Don capitalizes on the 4-letter word C-O-R-N, plus a high regard for puns. His definition of "corn", goes far beyond the "obvious joke". Corn to him is old fashioned friendliness. It's doing your part in community activities and being cheerful and friendly about religion. He was born in Galena, Ill., and now lives in suburban Winnetka with his wife Kay and the three boys.

Other and equally important members of the Breakfast Club cast include **Sam Calvin**, Keeper of Sam's Almanac of Fiction and Fact. Sam joined the Breakfast Club in 1937 as a singer and earned a spot

as McNeill's chief heckler in 1943. **Aunt Fannie**, the gossipy spinster portrayed by **Fran Allison**. Fran introduced this character to Breakfast Club listeners in 1937; left the program in 1939 but returned in 1944. **Patsy Lee**, singing sweetheart who joined the show in October, 1947, at the age of 18. Patsy is the only single member of the cast. **Johnnie Desmond**, romantic singer and ex-G. I. who has won a host of new followers since becoming a Breakfast Clubber in 1949. **Eddie Ballantine** was an original member of the ABC Studio Orchestra when Don started the Breakfast Club. He has been director of the 19-piece orchestra since 1944. **Cliff Petterson**, Producer-Director. Cliff first appeared on the program in 1936 as a singer. He joined the production staff in 1943 and was assigned to the Breakfast Club in 1945.

Don Dowd announces the third quarter hour segment of the "Breakfast Club" for **Swift and Co.** He has been associated with the McNeill group since 1943. **Bob (Ace) Murphy** announces the fourth quarter hour and all of Don McNeill's TV Club for the **Philco Corporation**. He has been with the "Breakfast Club" since his discharge from the Navy in 1945. Both men are married, with families . . . Dowd, a native of Phil., and Bob, hailing from Fargo, N. D.

KWTO currently carries the 8:30 to 9 segment of the Breakfast Club's one hour network broadcast. The 8:30 to 8:45 period sponsored by **Swift's**, the 8:45 to 9 period sponsored by **Philco**. Certainly the Breakfast Club is on your "must" listening calendar.



JOHNNIE
PEGGY

SAM
DON

CLIFF

EDDIE
FRAN

STOP THE MUSIC

GIGANTIC JACKPOT FOR NAMING MYSTERY MELODY

"Stop the Music", now in its fourth year on the air and one of the favorites of ABC and KWTO, is the program that has made the phrase, "Mystery Melody", synonymous with its 6-7:00 p.m. Sunday broadcast time. Enthusiastic emcee, Bert Parks, makes an average of 600 telephone calls a year, placing them all over the nation to people picked at random from the 'phone book.

Out of these 600, somebody gets the title of the "Mystery Melody" an average of every 13 or 14 times—a bit more often than once a month. About half of those called, even though they don't cash in for the "Mystery Melody" jackpot, recognize the first tune played when they are called and get a handsome prize.

Did you know that in addition to the joy brought its many listeners, and the general



BERT PARKS

glee brought its jackpot winners, that "Stop the Music" has also been the source of many blessings to various public institutions and services? The show can point to a long list of special contributions. It has provided among other things, scholarships, name bands to play for charity events, musical instruments for settlement houses, clothing for orphans, a dental clinic for a children's hospital and a soda fountain for an orphanage.

A staff of more than 100 is required to stage the program each Sunday evening. Besides Bert Parks, the emcee; Kay Aremen and

Dick Brown, the soloists; and Harry Salter and his orchestra; there are required telephone operators, musical arrangers, actors, radio engineers, and stage crews. It's a big job. The makers of Old Golds sponsor the 6:45-7 p.m. segment of the show.

The ORIGINAL AMATEUR HOUR . . .

Here's a program that has just about everything . . . comedians, singers, mimics, tap dancers, instrumentalists . . . a great variety of talented youngsters who are eagerly trying to make the "big time". Emceed by personable Ted Mack, successor to the late Major Boles, The Original Amateur Hour holds forth on ABC, KWTO for a full 45 minutes each Thursday evening, 8 to 8:45 under the sponsorship of P. Lorillard and Co. "Cultivate a youngster's talent, don't exploit it", is the advice that Mr. Mack gives to mothers who hope to use his program as a step toward stardom for their offspring. "A parent can't



TED MACK

force a child into show business, says Mack, but when a child gets the bug, nothing will stop him." The Master of Ceremonies of the "Original Amateur Hour" points out that years of incredibly hard work are required

from that point on. Many amateurs had their first experience on this popular Thursday night show. Such stars as Frank Sinatra, Robert Merrill, Regina Resnick, Paul Winchell and a host of others. To the hopeful kids who appear on these Thursday night shows the "Original Amateur Hour" represent a cherished dream come true. The program as expressed by the late Major Boles "truly must be the personal property of the great American public," and that's exactly what it is. Why not enjoy the outstanding performances that are turned in each broadcast night

by these amateurs. It is a day of hope and promise to them and a program of real enjoyment.

The makers of Old Gold cigarettes invite you to be their guests each Thursday evening.

BETTY CROCKER — EDWARD ARNOLD



General Mills' "Magazine of the Air" is one of the bright spots which helps enliven the art of homemaking on KWTO every weekday morning 9:30 to 9:45. Win Elliot helps Betty Crocker in making it a pleasant instructive quarter hour.

One of the most enjoyable 5 minutes in radio—Edward Arnold, Storyteller. Star of many important motion pictures and with a background offering a wealth of experience, Mr. Arnold charms his audiences each morning Mon. through Fri., 9:25 to 9:30 for General Mills.



MONDAY MORNING HEADLINES

Don Gardiner featured newscaster of "Monday Morning Headlines" heard each Sunday at 5:15 p.m. over KWTO is sponsored by Seaman Brothers. He has been heard for the same sponsor since 1946. A native of New York he entered radio in Winston-Salem, N. C. "Monday Morning Headlines" offers a complete and top-flight roundup of the world news.



CHAMPION ROLL CALL

Pictured above, Harry Wismer, who has developed this 5-minute sport summary heard each Sun. 8:55 p.m. over KWTO into a classic of sports commentary. Wismer brings to his sportscasting long experience (dating from 1935) both in radio and the sports world. Since 1942 he has been "Sports Director" of A. B. C.

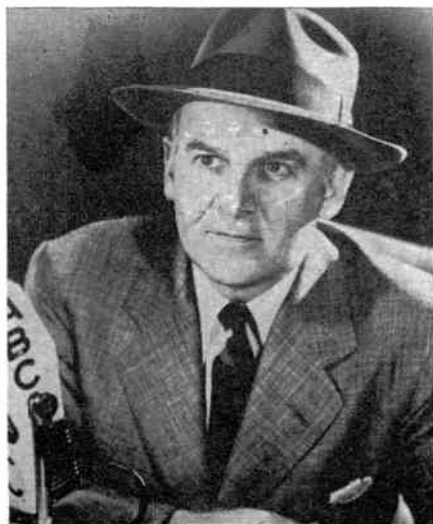
NEWS COMMENTATORS



PAUL HARVEY (Aurandt) joined staff of ABC, 1944. Heard over KWTO 1 p.m. daily Mon. through Fri.



HENRY J. TAYLOR. "Your Land and Mine," sponsor General Motors Corporation. Mondays, 7:30-7:45 p.m.



WALTER WINCHELL. He made his first radio broadcast in 1930. Was once in vaudeville with Eddie Cantor and Geo. Jessel. Later satisfied a journalistic urge and did column for N. Y. Vaudeville News. Then to N. Y. Graphic and N. Y. Daily Mirror. Sunday evening air feature since Dec., 1932. Sponsor Wm. R. Warner & Co. KWTO, Sun., 8-8:15 p.m.



DREW PEARSON. His exclusive news and "Predictions of Things to Come" are a regular Sunday evening feature . . . KWTO, 5-5:15 p.m. He centers activities to Washington but has broad background of experience around the world to provide him with perspective in evaluating and interpreting foreign angles to the national news.

A Note From Your Editor . . .

This month, in order that we might prepare this special 10th Anniversary Edition of The DIAL the usual features of our magazine's format were deleted. Increasing the size of The DIAL to 32 pages gave us the opportunity to present in picture and words the personalities and programs that make KWTO "Your Friendly Ozarks Neighbor." We trust you approve. Next month and those that follow will again bring you "Inside The Studios", "Lookin' At You", "Guess Who", "Family Portrait", the "Crossword Puzzle" and others. New features are planned and we would remind you that your suggestions of the pictures and articles you would enjoy are our command for editing The DIAL in the months to come.

Many folks are responsible in making each issue of The Dial a success and in the vast amount of work necessary for the special 10th Anniversary celebration it would be impossible to say "thank you" to each individual with this printing. However, we want you to know . . .

HE BAKED OUR CAKE

Mr. Rudolph Fuhn, owner and operator of Rudolph's Bakery and Coffee Bar in Springfield is greatly responsible for our gigantic Birthday Cake. Recognized as one of the country's foremost bakers, Mr. Fuhn tackled a real job in baking a 1117 lb. cake. His skill and the quality ingredients such as Mrs. Tucker's Shortening, Daricraft Milk, fresh eggs from Producers Produce, sugar from the Springfield Grocery Co., combined to delight between 10,000 and 11,000 folks who celebrated our birthday by sharing our cake with us. We're sure Mr. Fuhn would be pleased to let any of you ladies have his recipe if you'd like to try to duplicate his efforts in your kitchen oven. To the right is Rudolph decorating one of the wedding cakes for which he is justly famous.



HE TAKES OUR "PIC'S"

We hardly need to introduce the fellow pictured to the left for regular DIAL readers know the gentleman with his trusty camera is Reuel Haymes, the DIAL's Staff Photographer. Reuel has taken the pictures for our magazine practically ever since that first issue and the quality of his many candid camera shots as well as the portrait poses has enhanced the enjoyment of many an issue. In addition to his photography work Reuel is a member of KWTO's qualified engineers department and has been with the station since 1941. It's interesting to note that Mr. Haymes has recently added to his interest in photography by going all-out for motion camera equipment and is planning extensive work in the field of television. You'll undoubtedly be seeing much of his work when this field becomes a reality in the Ozarks.

This message carries all best wishes of The DIAL Staff and each member of the station we represent. Our deepest appreciation for your loyal support and our hopes we may continue to serve and please you for many years to come.

Your Editor: BILL BAILEY.

SCHEDULE FOR AUGUST

WHAT'S GOING ON AT KWTO?



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—George and Buster
 6:15 a. m.—Sally Briggs
 6:30 a. m.—Farm Facts (M-W-F)
 6:30 a. m.—Haden Trio (T-Th)
 6:30 a. m.—Sally Briggs (S)
 6:45 a. m.—Haden Trio
 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.—No School Today—ABC (S)
 9:15 a. m.—Tops in Pops
 9:25 a. m.—Story Teller—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.—Prairie Playboys (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.—Ozark Farm Hour
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:35 a. m.—College of Agriculture
 11:40 a. m.—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.—Pan Amer. Union—ABC (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Young Dr. Malone
 1:30 p. m.—Dance Bands—ABC (S)
 1:45 p. m.—Judy and Jane

2:00 p. m.—Black's Wax Works
 2:00 p. m.—Horse Race—ABC (S)
 2:15 p. m.—Haden Trio
 2:15 p. m.—Serenade in Blue (S)
 2:30 p. m.—Black's Wax Works
 2:30 p. m.—Concert of Jazz—ABC (S)
 2:45 p. m.—Black's Wax Works
 3:00 p. m.—Dean Cameron—ABC
 3:00 p. m.—Marines in Review—ABC (S)
 3:15 p. m.—Altar Bound—ABC
 3:30 p. m.—Goodwill Family
 3:30 p. m.—Concert of American Jazz—ABC (S)
 3:45 p. m.—The Jordanaires
 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.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:40 p. m.—Program Notes
 4:45 p. m.—Bob Thorton Quartet
 4:45 p. m.—Here's to Vets (S)
 5:00 p. m.—All Star Parade
 5:00 p. m.—Sen. Kem (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Jimmy Allen
 5:30 p. m.—Mo. Conservation Comm. (S)
 5:45 p. m.—Ozarks Tour (T-Th)
 5:45 p. m.—Christian Science (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Dollars and Sense (T-Th)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Silver Eagle—ABC (T)
 6:30 p. m.—Mr. Mercury—ABC (Th)
 6:30 p. m.—Christian Brotherhood (S)

SUNDAY PROGRAMS

6:30 a. m.—Presbyterian Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Homes on the Land
 8:00 a. m.—Words of Life
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 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—Public Service Program
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—Phils Harmonic—ABC
 1:30 p. m.—This Week Around the World—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Billy Graham—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Chatauqua Symphony—ABC

5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Bold Venture
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Newscast
 7:15 p. m.—Jordanaires
 7:30 p. m.—Q. E. D.—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.—My Stars—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.—Korn's-A-Krackin'
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Airlane Melodies
 8:00 p. m.—Easy Listenin'
 8:15 p. m.—Sing Time
 8:30 p. m.—Salon Serenade
 8:45 p. m.—Time for Three-Quarter Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Korn's-A-Krackin'
 7:30 p. m.—Riders of the Purple Sage
 7:45 p. m.—Airlane Melodies
 8:00 p. m.—Easy Listenin'
 8:15 p. m.—Sing Time
 8:30 p. m.—Salon Serenade
 8:45 p. m.—Time for Three-Quarter Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Korn's-A-Krackin'
 7:30 p. m.—Riders of the Purple Sage
 7:45 p. m.—Airlane Melodies
 8:00 p. m.—Easy Listenin'

8:15 p. m.—Sing Time
 8:30 p. m.—Salon Serenade
 8:45 p. m.—Time for Three-Quarter Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Korn's-A-Krackin'
 7:30 p. m.—Riders of the Purple Sage
 7:45 p. m.—Airlane Melodies
 8:00 p. m.—Original Amateur Hour—ABC
 8:30 p. m.—Music for Dancing
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News of Tomorrow—ABC
 10:45 p. m.—Pop. Orch.—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—Korn's-A-Krackin'
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—A Life in Your Hand—ABC
 8:45 p. m.—Music for Dancing
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News Commentary—ABC
 10:35 p. m.—Dance Band—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Korn's-A-Krackin'
 7:30 p. m.—Riders of the Purple Sage
 7:45 p. m.—Airlane Melodies
 8:00 p. m.—Easy Listenin'
 8:15 p. m.—Sing Time
 8:30 p. m.—Salon Serenade
 8:45 p. m.—Time for Three-Quarter Time
 9:00 p. m.—Blue Barron Presents
 9:15 p. m.—The Four Knights
 9:30 p. m.—Keynotes by Carle
 9:45 p. m.—Starlight Favorites
 10:00 p. m.—News
 10:15 p. m.—Tops in Sports—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:55 p. m.—News—ABC

Springfield—round trip for the price of a one-way fare. Folk from Newburg came in on one train, those from Monett another, and people from Thayer still a third.

Buggies, wagons, every means of conveyance was used to come to Springfield. Attendance was sometimes twenty-thousand a day. A huge grandstand was built, as big as the one today. Horse races were in order. Sulky races were on the program. A man named Baldwin made balloon ascensions. He later moved to Quincy, Illinois and opened the now famous Baldwin Park in that city.

Later, in the 1900's, when automobiles began coming in, a special thrill show known as Auto Polo became the headliner on the program. This was like real polo except that Model-T's were used instead of horses. It took two men to a car, one to steer and one to swing the mallet. Collisions were plentiful. The cars were constructed with iron hoops over the top to protect the occupants in case of roll-overs, which were common.

It was around then that steam engines started replacing the horses at the merry-go-rounds. Merry-go-round operators kept the whistle shrieking constantly to attract the attention of the passing throngs.

By this time, forty of the eighty acres of land, a part of Governor Phelps farm, was sold to what was then known as Normal School and which today we know as Southwest Missouri State College. But the Fair kept on going. A man even tried an airplane flight one year afterward but the plane refused to leave the ground.

Exhibits were interesting. Agricultural implements and farm machinery were the main attractions. Storekeepers and manufacturers displayed their merchandise. There were no purebred live stock, however.

The Fair came to an end in 1912. The remainder of the land was sold. No resumption was made, on a scheduled basis, until 1937, when public spirited individuals, realizing what the Ozarks was missing, took action. They organized a non-profit corporation called the Greene County Agricultural and Mechanical Society of Springfield, Missouri.

Then the Fairs started. First off, a man named Eddie Watts was brought from the Muskogee, Oklahoma, Fair to operate this one. A site was found in Zoo Park where the city formerly had operated a zoological garden some twenty years before. Attendance was free and it became apparent by 1940 the Fair was not paying its way after three years of existence, but worse, it was unable to pay for the expansion it needed to become one of the great Fairs of the country.

Mr. G. B. Boyd, who for seven years had been Assistant Manager of the Sedalia Fair, was brought down to manage this one. The Fair installed turnstiles and thereby placed itself in a position where premiums could be increased to tempt

(Cont. on next page)

additional exhibitors. The more exhibitors there were the greater the Fair became. Also, more exhibitors attracted more visitors.

Live stock competition stimulated interest. As the premiums were increased the quality of the livestock grew better. Breeders became interested in thoroughbred lines and started bringing them in. Many Dairymen have stated they would never have gotten into the raising of thoroughbred cattle if it hadn't been for the Fair.

Other states perked up. Animal exhibitors flocked in from Texas, Oklahoma, Kansas, Arkansas, Illinois, Iowa, Mississippi and Louisiana. The Fair became a natural step to the National contests.

Interest also grew in Canning, Household Arts, Floriculture and Junior Activities. Handiwork even came from places as far as California.

By watching pennies the Fair Board has been able to build the grounds up until their value approximates one million dollars. Eleven new buildings have been constructed. In 1940 there were only three buildings standing. They were the old horse barn, the old race track and part of the grandstand. At the time the ground was assigned the Fair there were no streets there. White oak and scrub oak covered the land. This has been cleared out and streets have been made.

Premiums have been raised until they total 26,000 dollars annually. A new lighting system has been installed.

But this progress has not been without problems. The Fair, strictly a non-profit organization, must rely upon its directors to have faith to back it financially. Each year the Fair opens with commitments around 60,000 dollars. Directors have signed notes for as high as 16,000 dollars in order for the Fair to open.

However, its benefits are far reaching. Shippers say there's better, much better, quality live stock coming out of the Ozarks now because of the Fair. One man was reminded of the day when he used to turn his razor-back hogs loose to graze. When market time rolled around he rounded them up and then, one by one, lifted them up by their ears. If the nose and the back end balanced he turned them back to root some more. But if the back end out-weighed the front end he shipped them.

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