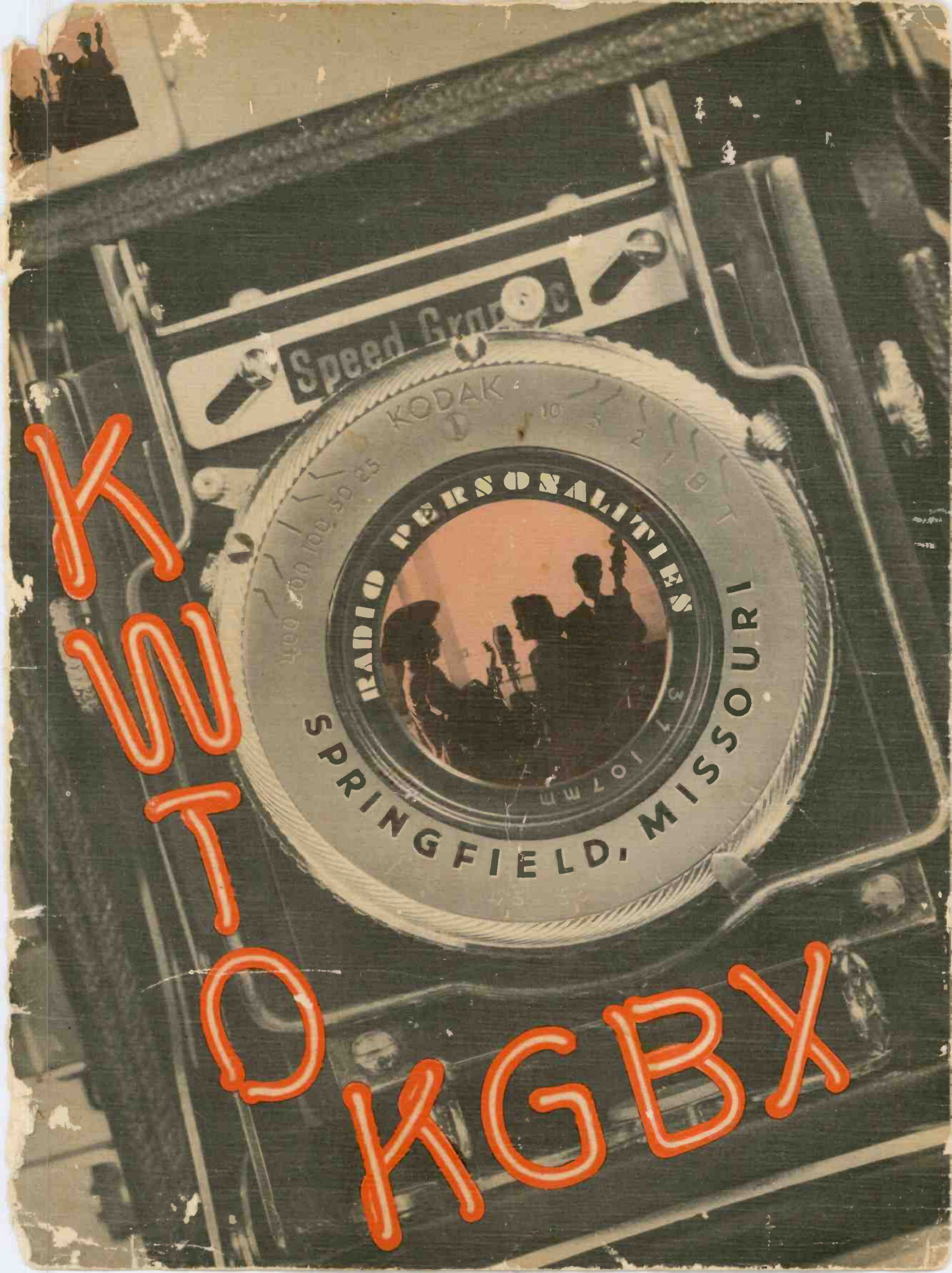


Speed Graphic

KODAK

RADIO PERSONALITIES
SPRINGFIELD, MISSOURI

K
W
T
O
KGBX





KWTO

"THE PEOPLE YOU HEAR, AND SOME YOU DO NOT"

KGBX



SHOULDER TO SHOULDER is the almost constant circumstance for these two. **TERRY MOSS**, standing, and **BEVERLY MOSS** are man and wife as well as respectively Program Director and Program Secretary at KWTO. Faintly behind them is the schedule board of all KWTO air activities. Terry, a cousin of the famed cowboy-crooner Gene Autry, has had a nearly steady diet of radio since he managed the radio department of the S. S. Kresge Company in 1924. With an A.B. degree from Southwestern Missouri State Teachers College, he did teach science and mathematics for a while, however. The Mosses are three, including Linda Lee Moss, age seventeen months.

THIS IS KWTO-

"EVERYTHING FROM COOK TO STEEL PUDDLER" comprised the career of KWTO Chief Announcer **RUSSELL DAVIS** before he joined broadcasting in 1927. With a heritage and long training in professional dramatic and vaudeville work, Russ was somewhat non-plussed when he realized that the bottom was falling out of those careers, due to the joint influences of the motion pictures and radio. Soooo—he cast his lot with the latter of the two disturbances. Russ is married and has been at KWTO since 1935.





560 ON YOUR DIAL

GOLD MINER, SAILOR, chemist, surveyor, editor, actor, tennis professional, Announcer **BOB NASH** has pretty well filled his twenty-nine years. Born in St. Louis, Bob has worked his way around the world three times, studied at the University of Capetown, South Africa and at both Texas University and Yale. On the New York stage he has had four juvenile lead roles; in Hollywood he acted in eight RKO pictures. In 1932 Bob started radio announcing in Texas—the state of which his grandfather was governor during the Texas Revolution. He's single.



PIPE DREAMS occupy a share of Announcer **BILL RING'S** time off the air—he collects them, and his assortment of some 173 pipes has been contributed by his listeners since he started radio as a singer on KGBX in 1933. Jovial and sturdy Bill is one of the Rotund Rhomeos, "emcees" the Alpen Brau show, sings and picks a string or three on the bass fiddle. When Bill Ring was a "private citizen" folks down Dallas way knew him as Bill Ringenberg, which he shortened for radio brevity. Bill is 26 and has two fine sons.

TO BE PRESIDENT OF THE UNITED STATES "looked like a pretty good thing at the time" to Announcer **BILL BAILEY** when he was too young to know. High school and college in Oklahoma and Nebraska gave Bill plentiful speech training, so he reached for radio work. Up in Lincoln, Nebraska, he started as an announcer for a "direct-by-wire" program service, later "cracked" radio and came to KWTO in 1938 after having served as associate producer for two historical films over in St. Joseph. Bill, your "Man On the Street", is thirty and married.

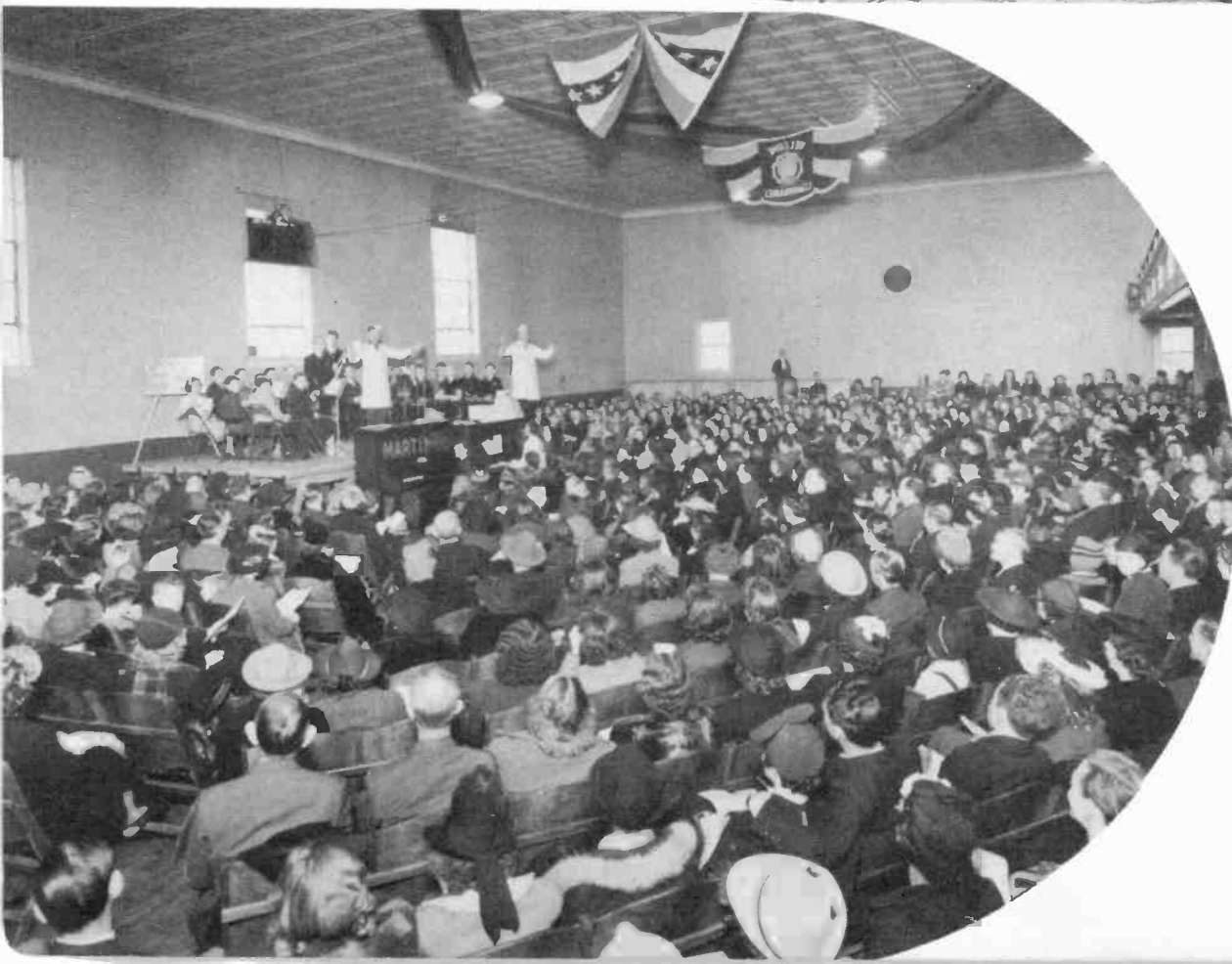




Left — **THE FLYING EVANGELIST** scans the sky prior to taking off to visit one of his congregations in the Ozarks region. **REV. FLOYD HITCHCOCK**, heard over KWTO each weekday morning at 5:15, 7:00 a.m. Sundays, plans to earn his own pilot's license in the future.



Right—**EACH SUNDAY MORNING** "Uncle George Earle", the "Man Of A Thousand Voices", and 13-year-old Howard Lee Arthur (left and right, respectively), "The Great American Boy", read the "funnies" —to the delight of adults, as well as children. Hundreds of birthday requests and juvenile jingles are sent each week. Young Howard's playing and singing makes an interesting contrast to the dialect and quipping of "Uncle George".



Left—**BOUQUETS, COR-SAGES** and merchandise prizes go to the heartiest singers, best song guessers, each time the **ALL-OZARKS COMMUNITY SING** gets rolling in the American Legion Auditorium. Lead in songs and good humor by "Emcees" George Earle and Jim Simmons, this free-admission festival rates as one of radio's happiest programs.



THE FAYE SISTERS. "Boots" (left) and "Bobby", had their first radio experience as amateurs with the "Weaver Brothers and Elviry" show early in 1939. Shhhhh—they aren't real sisters. "Boots" (17) is Grace Eloise Tartsch; "Bobby" (19) is Mary Genevieve Brayfield.



THE SCHAFER SISTERS are actually that. Dora (left) is delaying her high school training a bit to get in some good hill-billy licks at the microphone, but sister Ann (right) has graduated. These Marshfield gals started at KWTO—and radio—last January 3.



Left — **LONG-TIME PARDNERS** in life as well as entertaining are **The BLUE RIDGE MOUNTAIN BOYS.** Jim and Bob Raines (right and left, respectively). Yes, here again the family connection enters KWTO's programs—Bob is Jim's father. The boys have real right to their "Blue Ridge Mountain" title, for they hail from Interior, Virginia. Jim attended military school for a while and then turned to radio with his dad twelve years ago. Thus, Bob and Jim have much in common—love for genuine hill music and a generous affection for fried 'possum and sweet 'taters. They've been KWTOers for two years and their daily mail is gratifyingly large.

Below — **A FAMILY AFFAIR** in more than title is the **"GOODWILL FAMILY"** program of sacred and folk songs. As shown here, "Slim" (left) is the brother of "Aunt Martha" (second) and uncle of Junior (extreme right). "Uncle George" (third from left) is not related; he's Rev. Guy Smith.





FOR THE PAST EIGHT YEARS Ralph Foster, shown here, General Manager of KWTO-KGBX, has conducted **"THE OLD FAMILY ALBUM"** program. This is all the air work Mr. Foster's time will permit these days, but Ralph used to do a deal more when the station was in St. Joseph. He says one of the high spots of the show is that it makes him get to work at 7:30 each morning.

"THE CHAMPION LIAR OF THE OZARKS" is the pride-worthy title of **JIM WEST**. Jim's "slightly exaggerated" stories have won him popularity in the year he's spent at KWTO. This familiar character on the "Man On the Street", "Jamboree" and other shows, came up from Joplin last year with a wealth of stage and radio experience behind him.

THIS IS KWTO-560 ON YOUR DIAL

ANYTHING MIGHT HAPPEN when this crowd congregates for **"JIM WEST'S JAMBOREE"**. The mythical "several thousand studio visitors", the tall tales and hearty music each afternoon are provided by (left to right) John Berowski, Clifford Miles, Junior Haworth, "Bobby" Faye, Aunt Martha Haworth, Jim West, "Boots" Faye, Willie Wells and John Thomas.





YOUNG ROMANTICAL ADVENTURE is the featured theme of **"BETTY AND BOB"** on KWTO. With their entire cast, here, are "Betty" (Arlene Francis, extreme left) and "Bob" (Carl Frank, extreme right). Informal clothes are "the thing" during their broadcasts or rehearsals.

NATIONAL RECOGNITION by coast-to-coast sponsors was responsible for changing the name of the "Ozarkanna Corners" show to its current title, **"THE LITTLE CROSSROADS STORE"**. Authored by George Earle, the program has had KWTO airing since 1934. Here in the cast of this story of rural life and philosophy are (left to right) "Chuck Wagner" (Al Stone), "Squint Thompson", "Chuck's" co-proprietor (George Earle), "Lizzie Liverwurst" (Catherine McKee), "Midnight" (air-acted also by George Earle), "Banker Darby" (not cast), "Squire Appleby" (Jim West), "Sheriff Pettifer" (Bill Ring) and "Wandy Pettifer" (Gloyd Thrailkill).





BEAUTIFUL AND BLOND BEVERLY YOUNGER plays the title part of ingenious "KITTY KEENE, INC." Though most of her life has been spent before the microphone or footlights, Beverly still believes a woman's place is in the home—if possible, and finances will permit.

TWENTY MILLION WEATHER WORDS is the record of your weathercaster's 2000 broadcasts over KWTO and KGBX in five years. Meteorologist **CHARLES C. WILLIFORD** started these broadcasts in 1935, after having been appointed head of the U. S. Weather Bureau Service in Springfield three years earlier. Mr. Williford's informational reports are informal and interesting and have won him a legion of friends.

AN ACCORDIONIST AT FOUR YEARS, MIKE DOSCH has had time aplenty to develop the musical talent he displays on his solo and program performances over KWTO. In 1925 Mike started radio in North Dakota and has been featured on major stations and the NBC network since. Mike likes to tear down accordions and rebuild them.

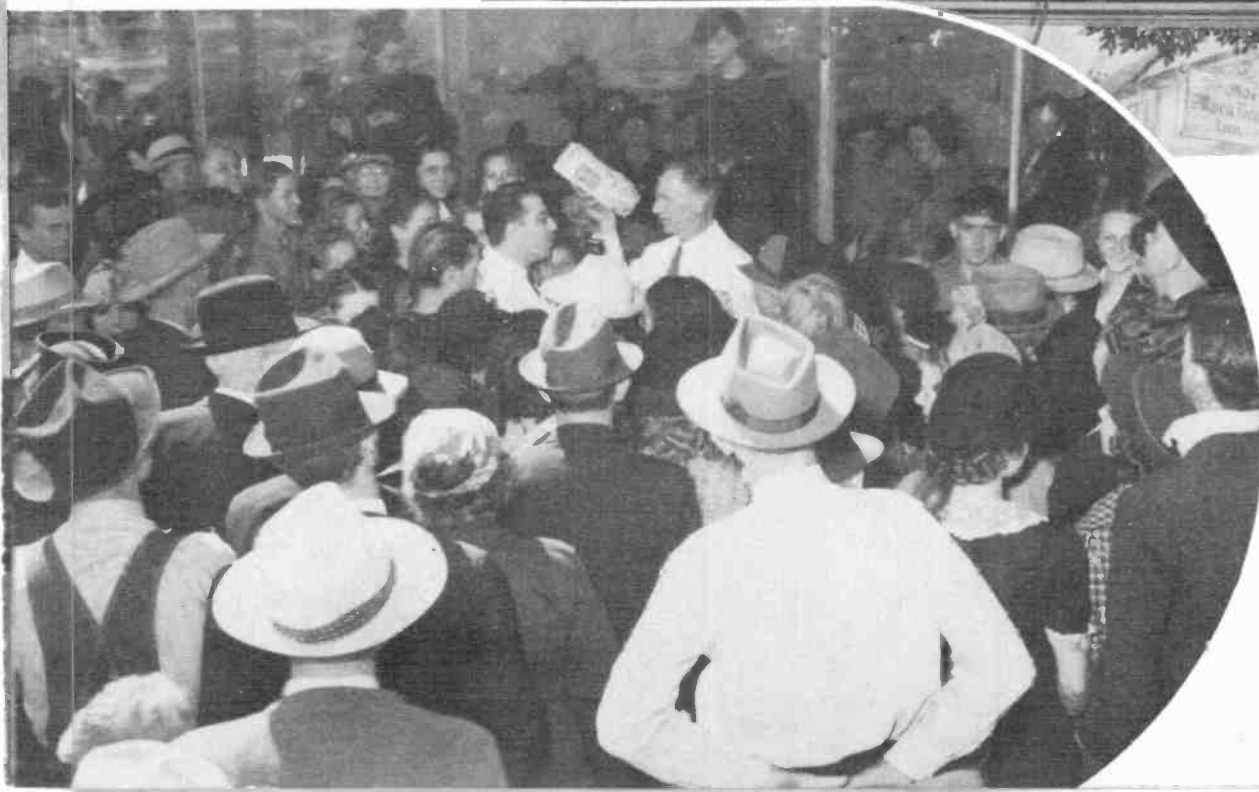
MASTER FARMER, POULTRY EXPERT, SCIENTIST, TEACHER AND LECTURER is the man who presents your daily mid-morning poultry broadcast—**C. T. PATTERSON**. Mr. Patterson who raises his own White Leghorns just west of Springfield, has received numerous rewards for the culture and judging of all types of poultry. He hobbies in microscopic photography.





Left — **"THE LAUGH CLINIC"** prescribes levity and music for all your mental ills each afternoon. From the studios of K W T O this group turns out everything from whirling Bohemian Band melodies to salon music to mix with the gags of Terry Moss and Willie Wells — standing left and right—and Russ Davis, who is not shown, due to "previous appointments".

Right — **FROM THE LOFT** of the Alpen Brau warehouse comes your daily merry-moment by **THE ALPEN BRAU BOYS**. The five boys with their guests — frequently the famed "Weaver Brothers and Elvira" and other "names" — turn out the show. Left to right: Bill Mason, Fred Warrén, Jane Lines (guest), Virgil Phillips, Bill Ring and Willie Wells.



Left — **"THE MAN ON THE STREET"** is really two men. Seen here in the midst of one of their daily crowds in front of Heer's Department Store are Bill "The man with the flowing white whiskers" Bailey, left, and Jim "Prolific Prevaricator" West. In 28 programs close to 20,000 cards and letters have been received, and persons from 39 states and many foreign countries have been interviewed.



Left — **"THE MAN AT THE STOCK-YARDS"** in action. Russ Davis, with microphone, who conducts this 5-a-week show from the Springfield stock-yards, has had many interesting experiences in his farm-subjects interviews: One man was father of 27 living children, another was 99 years old and still farming!



Right — **FOOD-DUO** . . . Famed home economist **MARY LEE TAYLOR** and her announcer-taste-tester **JOHN COLE** make menu planning and preparation a not-too-serious and engrossing subject on their twice-weekly broadcasts by transcription from KWTO.



Left — **SINCE 1932** listeners to KWTO have had a favorite on their morning dialing schedules—**THE HYMN SING**. The program is presented at 10:15 each morning by **AL STONE**, who sings your sacred ballads, and **CHARLOTTE WOOD** at the organ.

Right — **PERSONAL APPEARANCES** will be the diet of this crowd as the **KWTO BARN DANCE** visits Missouri towns this winter. The cast—including the "Hayloft Frolic" com-

pany—is managed by Bill Bailey (foreground, right), who will handle bookings and other business details.



Below — **JEST ASITTIN' IN THE SUN** . . . the six trouperers of **THE RHYTHM RANGERS'** show relax a moment before taking up their instruments for another of their daily broadcasts. From the left side: John Borowski, Cliff Miles, Mike Dosch (in window), director Slim Wilson, Jim West and Willie Wells.

Center right—**STRINGS IN SYNCOPATION** is the purpose behind the tune-testing of "**WILLIE, TINY AND CLIFF.**" From the left you see Carl "Tiny" Hunt, Clifford "Cliff" Miles and "Willie" Wells, whose unique stringed combination gives a different "stepping" interpretation to popular melodies.



LOOKEE . . . MORE MAIL! Junior passes on a handful of fan-notes to Slim as they unpack for their "**SLIM AND JUNIOR**" program. Sacred music and folk tunes are the afternoon menu for this uncle-nephew duo—yeah, "Slim" Wilson is Junior Haworth's uncle.

FAMILIAR on KWTO and all about Springfield is organist **GLEN STAM-BACH**, who has lived, taught and performed both organ and piano music in southwestern Missouri for years. Glen, congenial, easy to laugh and talented is considered the ace in his art.



STUDIES IN EBONY AND IVORY are turned out on KWTO by the two pianos of **CHARLOTTE WOOD** and **PAUL MITCHELL**. Charlotte, who hobbies in pen-and-ink drawing, studied piano in college privately, is single, twenty-eight. Paul has played for tenor Morton Downey and with Buddy Rogers' and Tommy Dorsey's bands. He is married and thirty; likes motorcycling.



WATCHING THE

Before 1933, when radio news was a matter of "put it on if you happen to have some, and whenever that may be", KGBX, recently moved from St. Joseph, established one of the first full-time news bureaus in midwest radio.

Today KGBX and KWTO maintain a specialized staff of three men, headed by veteran newsman and commentator F. M. Sullivan, to keep listeners informed regarding political, social, industrial and economic events from next door or the other side of the globe.

Augmenting the activities of the local staff, KGBX and KWTO have instant access to world happenings through the far-flung United Press Service, whose open lines and short-wave radio facilities feed a constant account of current events to our news room. KGBX, through its NBC affiliation, brings the nation's best news commentators and analysts directly to your homes, as well.



Above—**AT THE HELM** of the KWTO-KGBX News Bureau, with 25 years of newspaper and radio news seasoning to bolster him, is **FLOYD M. SULLIVAN**, one-time managing editor of The Springfield Leader. "Sully's" popularity and prestige as your newsman and commentator is not a mere matter of good voice and diction; he is and for many years has been an alert student of national and international affairs. In 1915—he was 20 then—"Sully" was custodian of Missouri's Agricultural Exhibit at the Panama-Pacific Exposition in San Francisco; following came years of journalism, serving and directing papers, some of which he owned. He came to KWTO-KGBX in 1933 as commentator, was later made head of our News Bureau.



Right — **AT THE UNITED PRESS TELETYPE** machine in the KWTO-KGBX News Room, Newsman **FRED MCGHEE** feels the pulse world events preparatory to one of his daily newscasts. Fred, who became a member of the pioneer KGBX News Bureau about the same time as did his chief Floyd Sullivan in 1933, was fresh from a reportorial place on a Springfield newspaper. From his Van Buren, Missouri home Fred came here to study at Drury College. It was upon his graduation that news reporting became his forte. At KWTO KGBX Fred divides his time between world news and sports reporting (see sports page later in book), and makes a hobby of sports statistics. Fred's twenty-six; was wed August 30, 1940.

WORLD FROM KWTO AND KGBX

Considered an important department of the KWTO-KGBX News Service is the job of keeping our listeners posted on the fluctuation of produce and securities markets. Through cooperation with Springfield market associations, KGBX and KWTO broadcast regular daily summaries of trading activity in livestock (Local, St. Louis, Chicago), grains (Chicago, Kansas City), butter and eggs (Chicago, New York), poultry (major markets) and the Curb and Stock Exchange.



BACHELOR OF JOURNALISM—and bachelor in the other sense, as well—is **JOE HAINLINE**, whose special department in the KWTO-KGBX News Service is Produce and Securities Market reporting. Joe, native of Springfield, included experience courses in truck driving and "soda-jerking" with his work for his degree from the University of Missouri last year. Although still no veteran in news work, Joe showed an early instinct for journalism and developed it at one of the best journalism schools in the nation. He is twenty-three, single.

WORLD NEWS & ON WG



Left — **WAR ACTION** in foreign fields is brought through space to KGBX by these NBC observers and reporters at strategic points in the struggle zones. Top row, left to right: Charles Lanius in Rome, Joan Livingston in Shanghai, John McVane in London, and William C. Kerker in Berlin. Bottom row: Archinard in Paris, Martin Agronsky in the Balkans, Helen Hiatt in Madrid and Fred Bates in London. These people are the European and Asiatic eyes for KGBX listeners and other NBC stations.



Above — **RADIO CITY'S NEWS ROOM** of NBC newsmen work an "around-the-clock, around-the-world" shift to keep KGBX-NBC audiences supplied with immediate reports on world developments.

Right — **NBC'S DIRECTOR OF NEWS** and special events is youngish, energetic A. A. Schechter, here carrying on a two-way radio conversation with London as war strikes heavy scores against the world's largest city. In Schechter's hands is the job of keeping transoceanic news routes clear and operating, and coordinating the activities of hundreds of foreign and domestic representatives and a fortune in technical equipment.



POWER AND MORE POWER

After many years operation on 500 watts power, KGBX has recently joined KWTO in the range of 5,000 watt stations. That means "power . . . and more power," and it's this essential quality that gives stations coverage as well as dependable, desirable reception.

Only one station in Missouri has more power than the two Springfield stations. None have more modern, more efficient equipment.

Many inquiries have been made asking why KWTO has but one tower, while KGBX has three. The explanation in all its ramifications is technical, but a "bird's-eye" view from a layman's standpoint is simple. The program broadcast from the KWTO tower goes to all directions with equal force. Hence, just one tower. But station KGBX operates on the same frequency (1230 kilocycles) as another station in Indianapolis, so at night, when radio waves travel farther, the station in Indianapolis and KGBX each use additional towers to reflect the station signal away from the other station, thereby reducing interference. In the daytime, KGBX operates with one tower only, broadcasting in all directions with equal power. But at night the tower to the southeast does the broadcasting, while the towers to the north reflect this signal to the south again.

Above Left —
High above the rolling hills northwest of Springfield, the KWTO-KGBX towers live up to their name by "towering" to a height of 426 feet, in the case of the KWTO single antenna in the far background, and to more than 200 feet for each of the three KGBX antennae. More than 15 miles of copper wire is buried for the KGBX ground system alone, to insure satisfactory reception for district listeners.

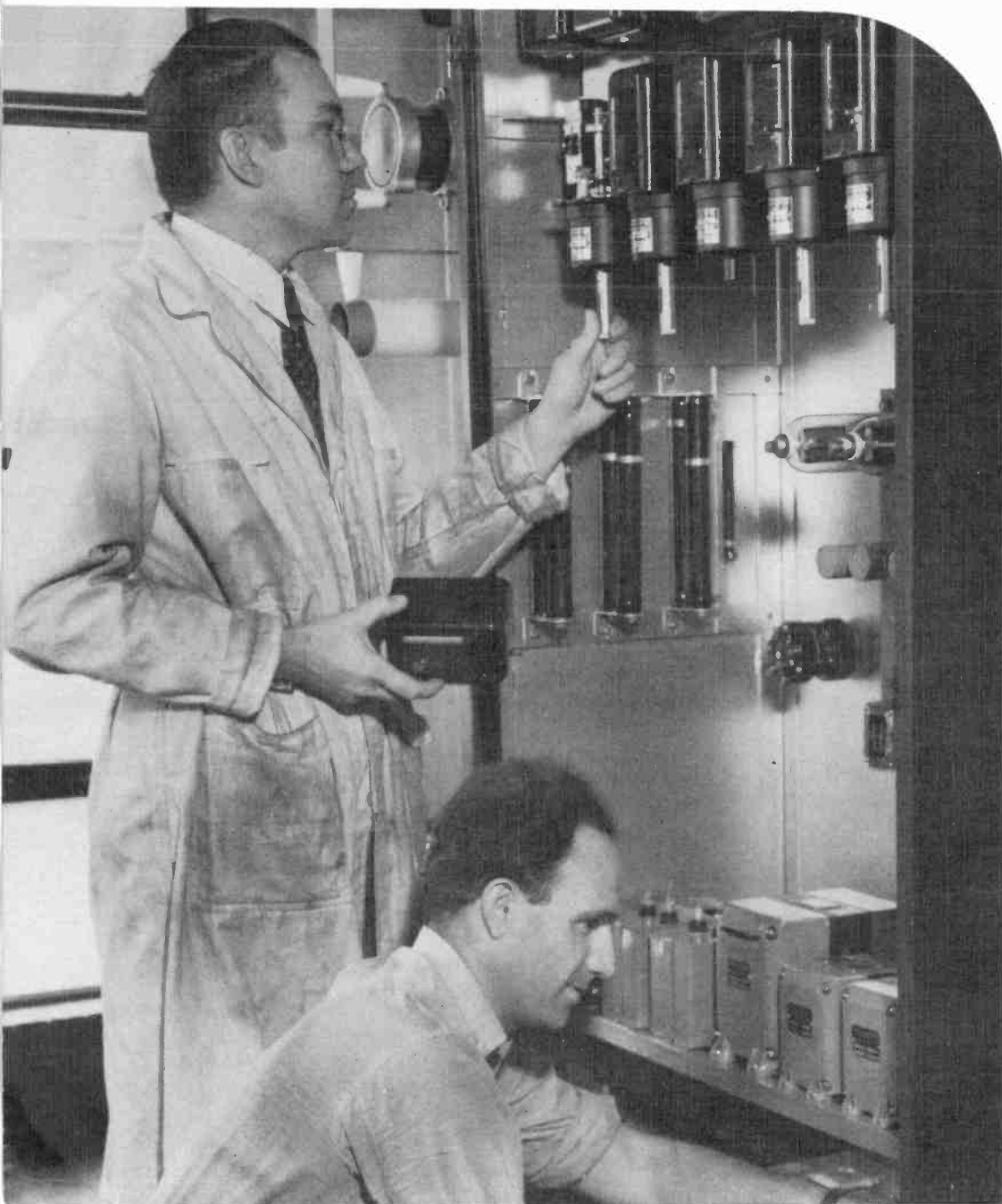
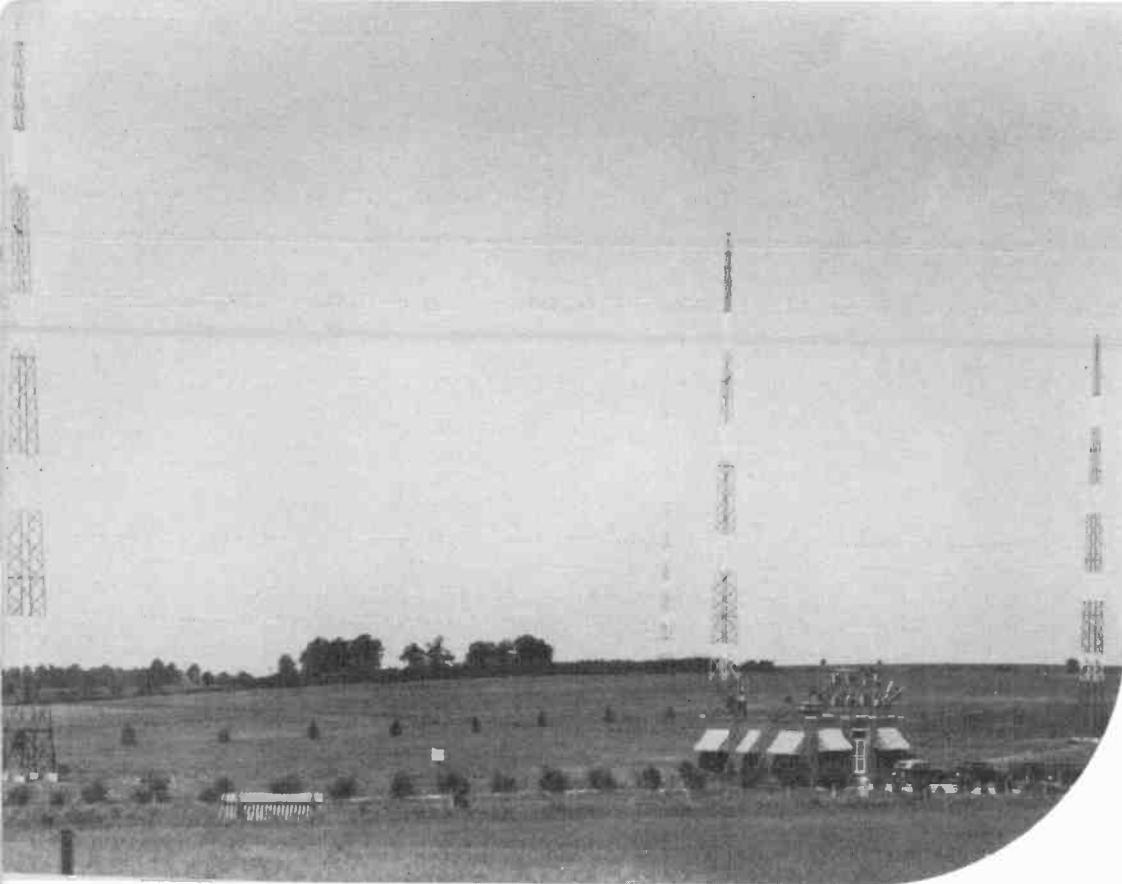
Left —
Intricate equipment that is a puzzle to even many radio operators is being assembled here by Chief Engineer Fritz Bauer and Chief Operator Wayne Clay (kneeling), in the new KGBX 5,000 watt transmitter. This, and other KWTO-KGBX transmission equipment, was designed in its entirety by Bauer.

KWTO-KGBX



A marvel of modern efficiency, the KWTO-KGBX transmitter house is built of brick, and is lined on all sides with windows. The longest radio station transmission line in the world connects it with the KWTO tower more than a mile to the northwest. Neon signs identify it to all passers-by on highway 13, in front of the transmitter site. Visitors are welcome at all times.

Inside the KWTO-KGBX transmitter house, gleaming floors and white-tiled walls surround spic-and-span equipment of the most efficient type. The KWTO 5,000-watt transmitter is in the center while the smaller black box in the foreground is a "monitor," whereby operators can listen to whatever programs are going on. An operator is at the transmitter-house 24 hours a day.





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-WIDE XPERTS BX-NBC

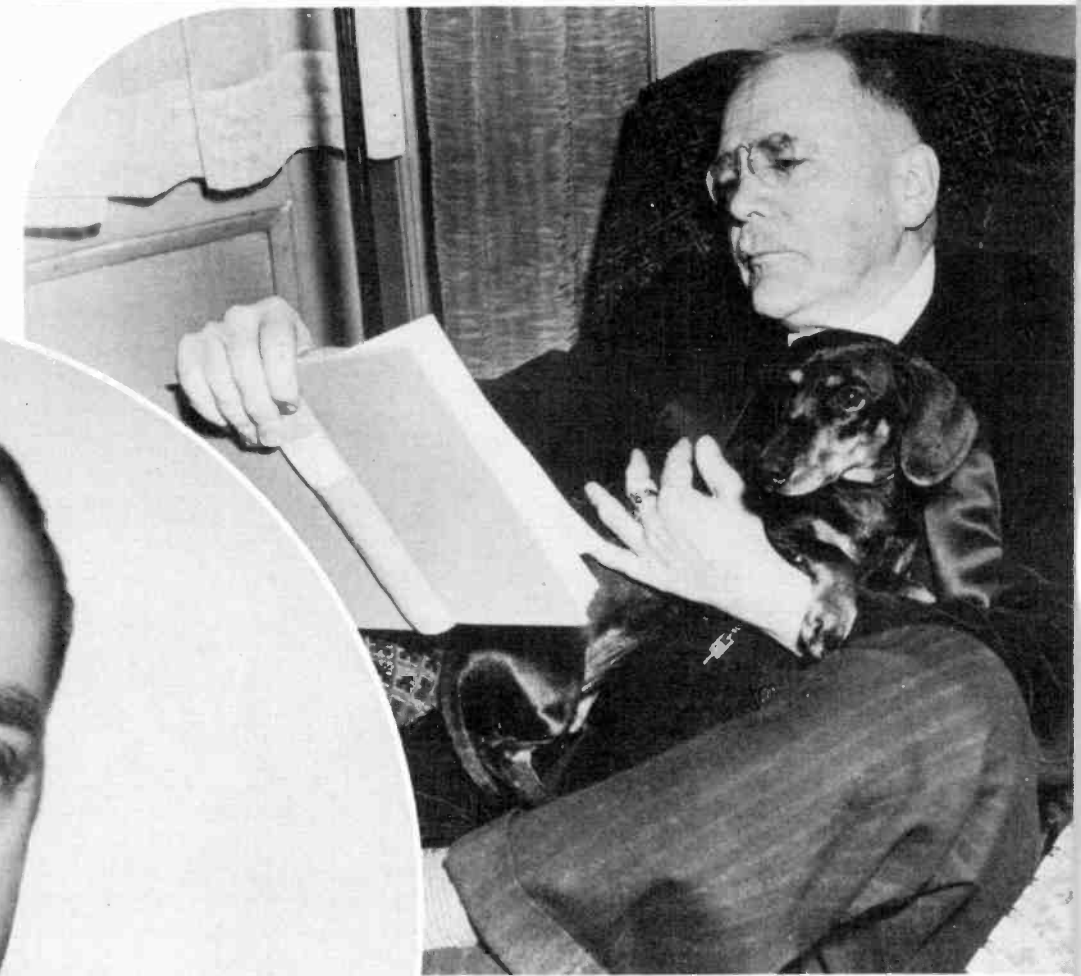
NEWS ANALYSIS AND EVALUATION is presented KGBX-NBC dialers by these NBCCommentators—the best news minds the world affords. Top, left to right — T. R. Ybarra, popular for his European Roundup; famed Lowell Thomas, who makes world events live in common language and human interest; Earl Godwin, authoritative savant reporting from Washington. Bottom, left to right: Maj. Gen. Stephen O. Fuqua, NBC's military expert; H. R. Baukage, scholarly news analyst in the Capital; and the renowned John B. Kennedy, distinctive newstylist in New York.



THIS IS KGBX-1230 ON YOUR DIAL

From baseball player to radio announcer, via vaudeville, is the story of **DAVE MANNERS**, 33-year-old native of Omaha, Neb., who now presides over many KGBX programs. Dave not only knows the announcing side of radio, but also the technical side, and holds his own Amateur Radio license, W6QBG. He entered radio from vaudeville when it became apparent that the latter field did not offer the possibilities of rapidly-expanding radio stations. Dave enjoys the reputation of being the hardest chap to arouse in ten states. He is single, good-natured, has the nickname "Sparky."

Another former operator turned announcer is **ROBERT "BOB" PAGE**, native Missourian, who says his current ambition is "to amount to something some day." Bob narrowly escaped injury from station operators when he told them he originally wanted to be an operator because it was a "soft job," but changed to announcing because it was hard work but satisfying. Before his radio career, Bob worked as salesman, soundman for Pathe newsreels, and various other jobs. He is married, has no children.

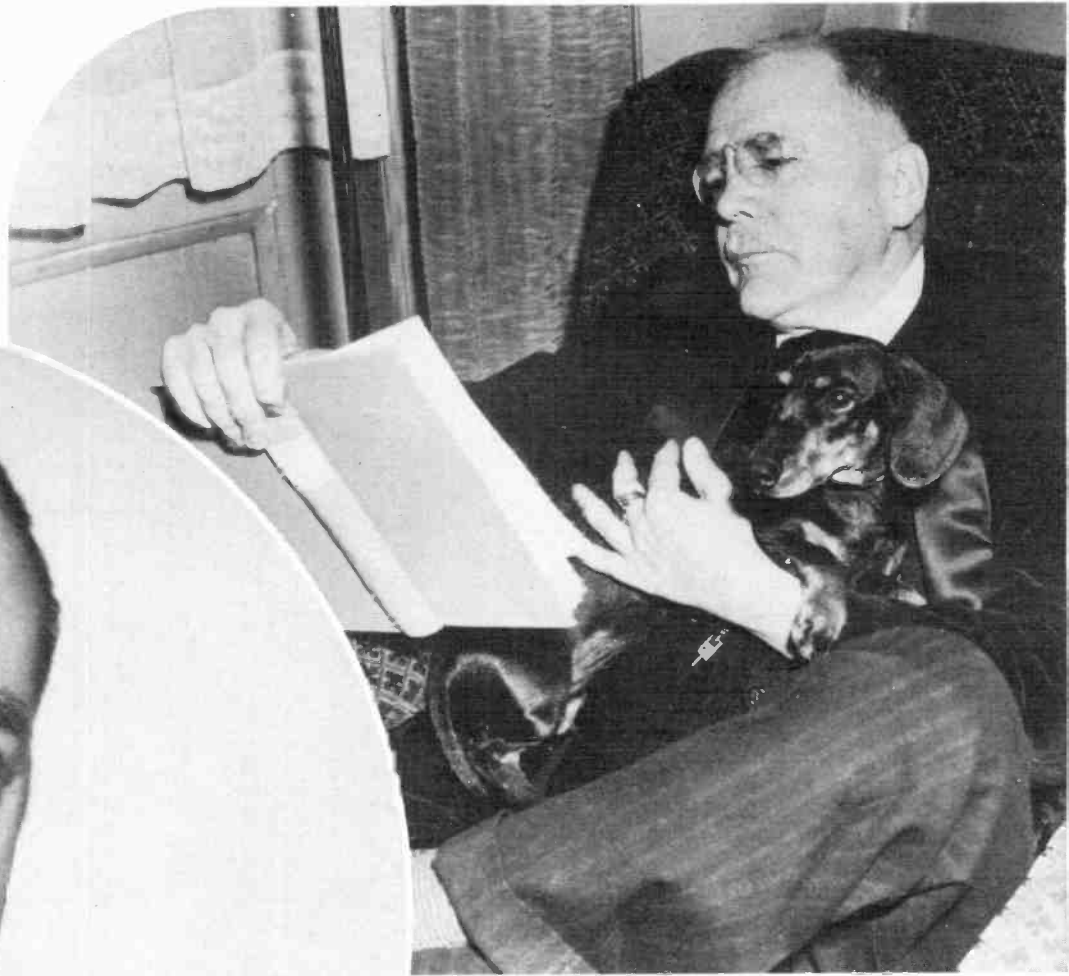


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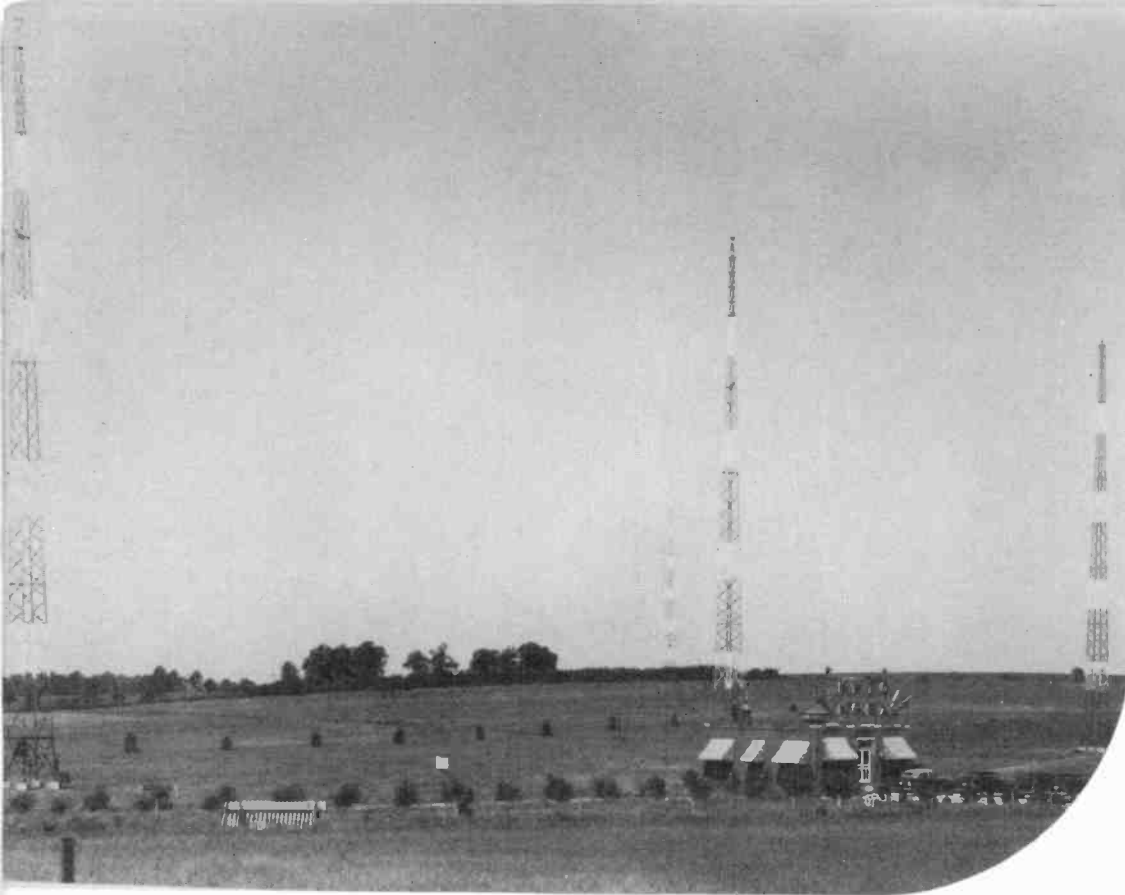
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KWTO-



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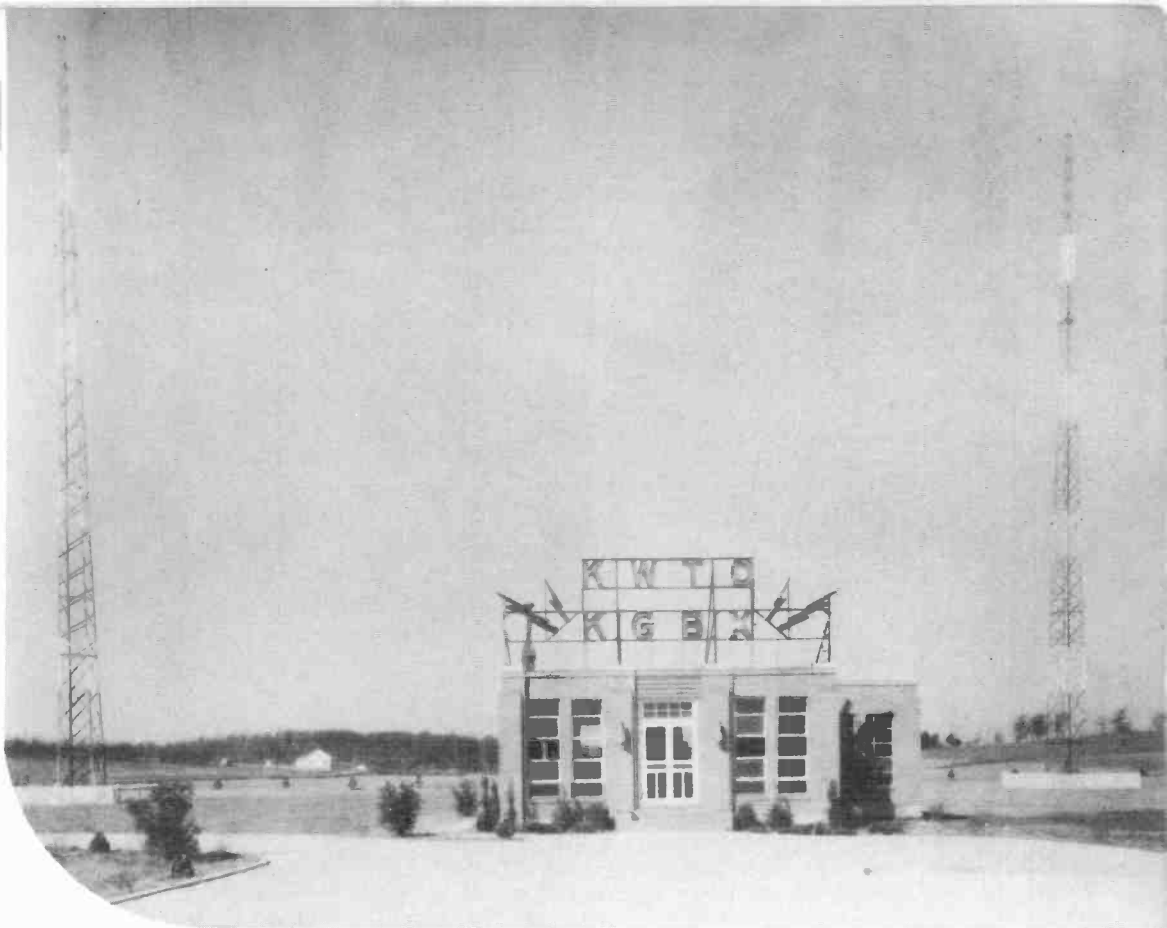
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From baseball player to radio announcer, via vaudeville, is the story of **DAVE MANNERS**, 33-year-old native of Omaha, Neb., who now presides over many KGBX programs. Dave not only knows the announcing side of radio, but also the technical side, and holds his own Amateur Radio license, W6QBG. He entered radio from vaudeville when it became apparent that the latter field did not offer the possibilities of rapidly-expanding radio stations. Dave enjoys the reputation of being the hardest chap to arouse in ten states. He is single, good-natured, has the nickname "Sparky."

Another former operator turned announcer is **ROBERT "BOB" PAGE**, native Missourian, who says his current ambition is "to amount to something some day." Bob narrowly escaped injury from station operators when he told them he originally wanted to be an operator because it was a "soft job," but changed to announcing because it was hard work but satisfying. Before his radio career, Bob worked as salesman, soundman for Pathe newsreels, and various other jobs. He is married, has no children.





Although he has worked on 23 different stations, smiling **JIM SIMMONS** likes Springfield best, and because of his long service here is a favorite with district listeners. He is a brother of Robert Simmons, tenor with the Revellers Male Quartet of NBC and CBS fame. Jim sings as well as announcing; as a matter of fact, his first job in radio was as a baritone soloist. He is married; has one son, James Ragain, 19 months old.



From the Deep South comes **YVETTE**, singing star of the NBC-KGBX program bearing her name. She features popular American and modern French songs, together with Southern folk ballads. Yes, she's a real native of Dixieland.

KGBX

A regular visitor at breakfast tables throughout the nation is **DON McNEILL**, master-of-ceremonies on the **BREAKFAST CLUB** on NBC and KGBX. He has won many popularity contests in the field of national sustaining programs.

Emily Post to the contrary, elbows are decidedly in order on the **UNIVERSITY OF CHICAGO ROUND TABLE PROGRAM**, heard on KGBX and NBC. The idea is to keep the speakers in microphone position. In this picture they are, left to right, Walter H. C. Layes, associate political science professor; Harold Deutsch, history professor; and Hugh M. Cole, military expert.





★ **WALTER BLAUFUSS**, veteran NBC orchestra conductor of **BREAKFAST CLUB** and **FARM AND HOME HOUR** fame, is also a composer. Songs to his credit include "The Isle of Golden Dreams," and "Golden Sands and Silvery Sea."



★ The "Louisiana Lark" is **JACK BAKER**, NBC **BREAKFAST CLUB** tenor, known with McNeill and Blaufuss wherever NBC fans gather. His consistent good nature is as big an asset as his voice.

The swap-shop is in full swing on the **SEVEN-UP RADIO EXCHANGE**, when **GEORGE EARLE WILSON** (left) and **DAVE MANNERS** get together in the KGBX studios. Before them they have descriptions of various items offered for sale or trade by KGBX listeners. George is "really giving something a selling," according to Dave, and the two of them enjoy the program as much as the audience does.

Charming, youthful **EVELYNN LYNNE** came from Texas to Chicago, so that NBC-KGBX listeners might hear her sing on the **BREAKFAST CLUB** and other programs. Chicago radio engineers recently elected her the "Aamph Girl," meaning "Oomph-Girl-Plus."





Specializing in popular and semi-classical numbers, the "**CHARLOTTEERS**" broadcast to a regular audience on KGBX each Monday, Wednesday and Friday evening at 6:15. Charlotte Wood is director and pianist for the program. In our picture, they are, left to right, Merriam Dufflemeyer, cellist; Carl Hunt, violinist; Willie Wells, guitar-player; Charlotte Wood; and Clifford Miles, bass.

The dulcet tones of the Christ Church organ serve as softly-blending background each Sunday evening for the altar program of **DR. SEARS FREDRICKS RIEPMA**. The program is of an inspirational type, with Charlotte Wood as organist.

Handsome **JOHNNY GREEN** directs the orchestra on the "**JOHNNY PRESENTS**" program on NBC and KGBX. Noted for his compositions as well as his orchestra directing, Johnny started out as a "boy pianist." He formed his own band shortly after leaving college, and achieved rapid fame.





Spanish-looking **LOUISE MASSEY** thrills **PLANTATION PARTY** fans with her rendition of popular and Western numbers.



From his most famous expression, you'd never expect this friendly, pleasant smile to belong to this guy. He's Whitey Ford, the "**DUKE OF PADUCAH**," who always winds up his humorous bits as master-of-ceremonies on **PLANTATION PARTY** with the statement, "I'm heading for the wagon. These shoes are killing me." Whitey is a veteran performer, owner of one of radio's most extensive "gag" libraries.

There's no doubt about it . . . pretty **GINNY SIMS** has asked the old Professor a puzzler. But fast-talking **KAY EYSER**, who conducts the **KOLLEGE OF MUSICAL KNOWLEDGE** on NBC and KGBX, is sure to find a quick way out. The wit of Kay Kyser, together with his outstanding music, combine to gather laurels for this program.

Genial **HORACE HEIDT** presides musically at "**POT O'GOLD**" time on NBC and KGBX. Heidt was well-established as a top-flight bandsman before the "Pot O'Gold" program with its sensational rise to stardom among radio shows carried him right along to front-rank fame.





The words, "IT'S CLUB MATINEE," have served to introduce his chap time after time. So now we introduce him in person to you, **GARRY MORFIT**, who because folks frequently misunderstood his last name now goes on the air with the monicker "**GARRY MOORE**." He's master-of-ceremonies on the NBC-KGBX Club Matinee program.

There's a world of difference in appearance between the smooth-shaven chap below and the costumed, made-up **UNCLE EZRA** usually pictured in radio releases. But they're one and the same Uncle Ezra. With the popular barn dance favorite below is Cecilia, also a favorite on the program.



CONGRESSMAN DEWEY SHORT, Missouri's only Republican congressman in recent terms, speaks over KGBX in an NBC nation-wide broadcast, prior to an address by the minority leader, Congressman Joseph Martin. The address was made from White City ball park.





Making a habit of rhythm without a ripple, **THE SMOOTHIES** are one of the nation's favorite trios, featured on NBC and KGBX. They sang over KGBX when appearing in Springfield with Tommy Dorsey's Orchestra. They're, left to right, Charlie Ryan, Babs Stewart, and Little Ryan.

Deems Taylor (right), genial composer-commentator-critic, irons out with colleagues final details for the "**MUSICAL AMERICANA**" broadcasts featured on NBC and KGBX. Raymond Paige (left), conducts the orchestra. Kenneth L. Watt, producer and director, explains a point, while looking over his shoulder is NBC diction expert, Milton J. Cross.





Saturday afternoon is **KIDDY CLUB** time in the KGBX studios, with George Earle Wilson, left, as master-of-ceremonies, and Charlotte Wood at the piano. Proud parents watch their talented off-spring perform while friends and relatives listen in. Above is a typical turn-out, with Chauncey Tucker's Symphonettes featured. Tucker is directing, right.

CIVIC BROADCASTS play no small part in the KGBX Schedule. Junior Chamber of Commerce members preside here, with Announcer Bob Nash, left, Coach Howard Blair of STC, Herb Wallburg of the Junior Chamber, and Coach Andy McDonald of STC. Standing in the middle behind the mike are STC pep squad members and with just his head showing, Junior Chamber Member Dick Smith.






No more fitting name than "**CO-EDS THREE**," could be chosen for this charming trio. They're Drury students, who formed their musical group just for fun, but clicked in radio when they auditioned at KGBX. Left to right they're Annabelle Heard, Martha Gilbert, and Jean Hogg. Their arrangements are done by accompanist Charlotte Wood.

A yearly feature at KWTO-KGBX is preparation for the **CHRISTMAS PARTY**. Funds raised through this gigantic entertainment in the Springfield Shrine Mosque go to buy food for Christmas baskets for needy, deserving families. Thousands of people turn out for each Christmas Party, as the picture above shows.




SPORTS

No district in the United States has greater sports interest covering a wider field than that of the Ozarks territory served by KWTO-KGBX! Realizing this, the Stations' sports department covers wrestling, boxing, basketball, football, baseball, and a host of other sports, with play-by-play accounts. Descriptions of these events are supplemented by regular daily sports reviews, in which Fred McGhee tells national as well as local results and coming events. Fishing conditions are reported reliably, as a part of the KWTO-KGBX sports coverage. Dave Manners gives play-by-play accounts of all sports except wrestling, where Fred McGhee presides.



Throughout the year sports fans are kept in touch with latest happenings, both on a national and local scale, when Fred McGhee, KWTO-KGBX sportscaster and news reporter, steps to the microphone with the sports round-up. McGhee is 25, married, has been a newspaper and radio sportswriter since 1931.



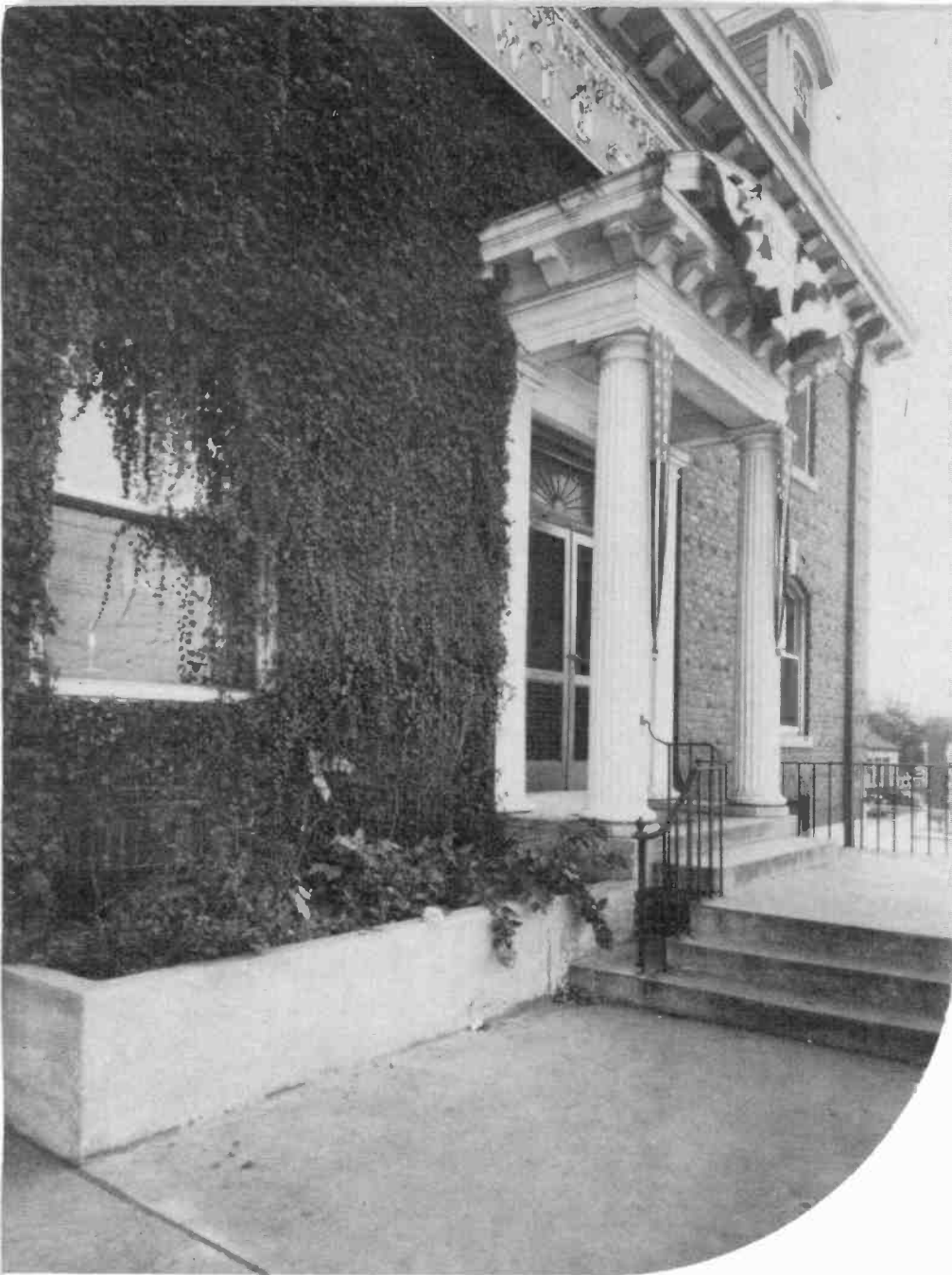
Before kick-off time at an STC football game, Sportscaster Dave Manners (third from left) meets officials for the game. Manners specializes in play-by-play accounts of all sports.



THE SCENE OF IT ALL

KWTO-KGBX studios are located in a former residence, vine-covered and beautifully decorated, on St. Louis Street in downtown Springfield. The main front entrance is pictured here.

One of the busiest departments of any popular commercial radio station is the mail room. Here is Dorothy Davis sorting through a light run of personal mail after the bulk of the day's commercial mail has already been carefully sorted, hastily packaged, and expressed to various advertisers.





First sight to greet the welcome visitor at the studios is the switchboard, where friendly Jeanne Stone presides with cheery answers to all questions. The arch informs all who pass through that "Radio Reaches The Multitude." On the stairway leading to the studios is Jo Spears, in charge of schedules, while in the center foreground are Virginia Godfrey and Jerry Thraikill of the continuity department.

The station reception room not only provides a convenient, comfortable resting place but also entertainment in the way of pictures of station entertainers. Hal Hubert, editor of National Radio Personalities, which prepared this book, is in the center with Carl Ward of KWTO-KGBX left, and Mary Kennedy, bookkeeper, right.

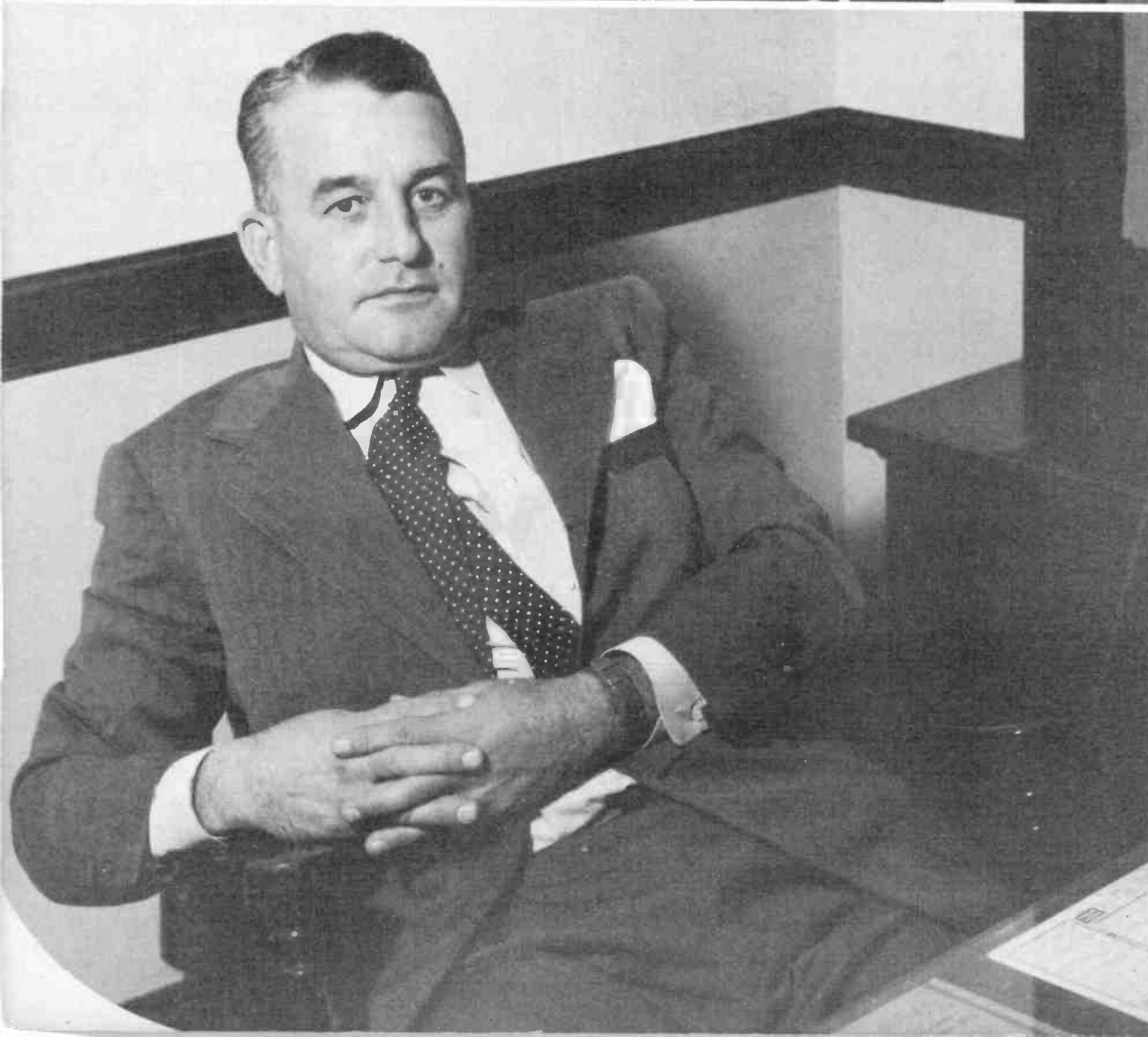


The KWTO-KGBX home's east front entrance is enhanced by Dorothy Sourbeer, stenographer, and Catherine McKee, bookkeeper, caught by the radio-photographer returning from lunch. Iron railings and vines add to the beauty of the building.



**KGBX-
KEYS
TO
ORGANI-
ZATION
KWTO**

R. D. FOSTER, General Manager
of KGBX-KWTO.



C. A. JOHNSON, Business Man-
ager.



GORDON WARDELL, Local Sales Manager.



L. L. KENNON, National Sales Manager.



RALPH NELMS, Continuity Editor.



CARL WARD, Merchandising & Promotion Manager.



JOHN PEARSON, National Representative, office in Chicago.



FRITZ BAUER, Chief Engineer of KGBX-KWTO.



Photography by L. E. Williams, Springfield, Missouri.

Authors and Editors: Carl Ward, KWTO-KGBX; and Hal Hubert, National Radio Personalities, Inc.



Speed Graphic

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RADIO PERSONALITIES

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