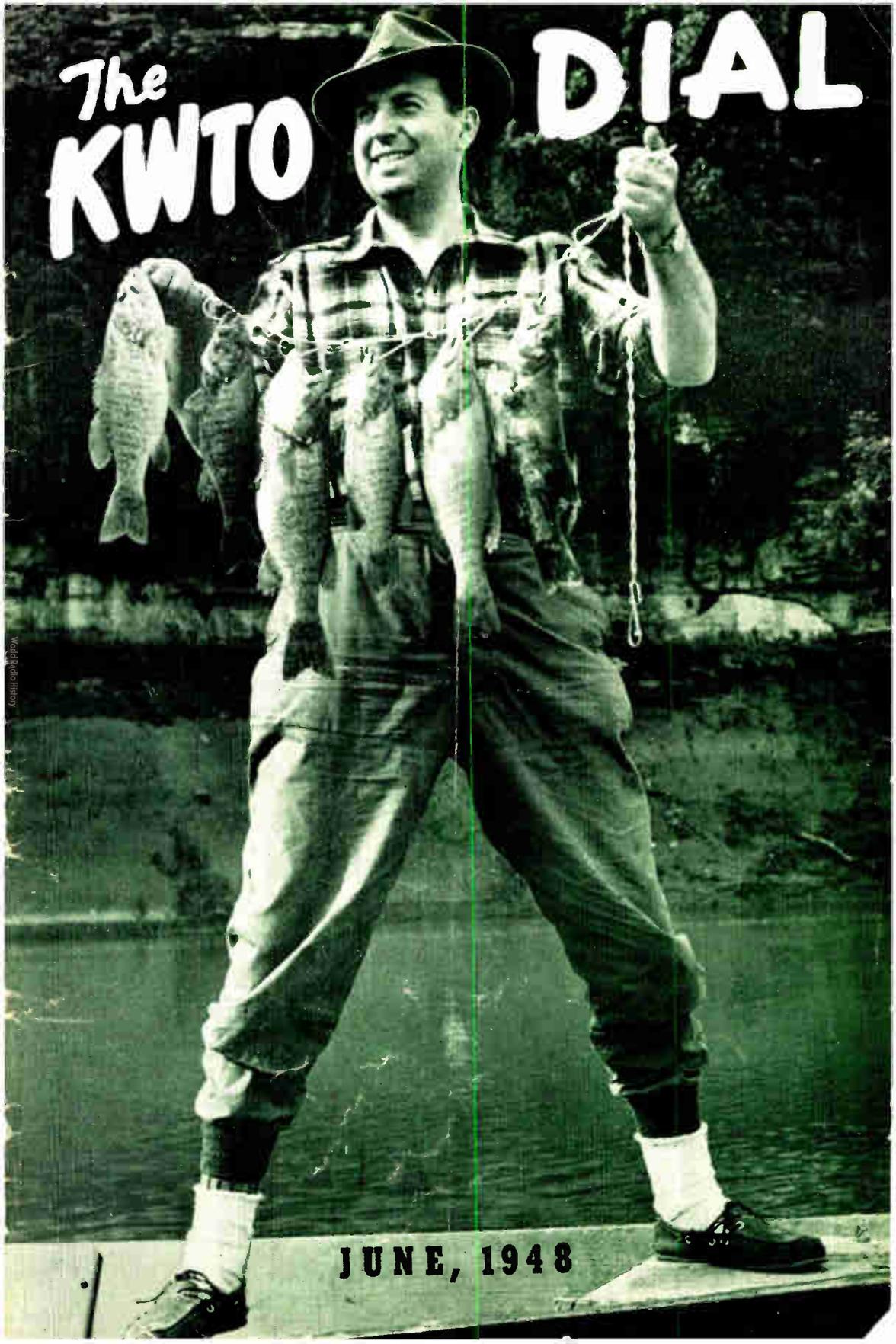


The
KWTO

DIAL



JUNE, 1948

World Radio History



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BABY OF THE MONTH

Rick Allen Wilson, son of George Earle and Dickie Wilson, is the 16-month-old husky pictured above. He promises to be a man's man, if father's devoted babytending is any influence. P. S.: His favorite KWTO star is Percy, who is sometimes brought out to soothe him when he has a touch of temper.

INSIDE AT THE STUDIO

BY THE EDITOR OF THE DIAL

The girl with the daffodil voice, **Margie Estill**, has left the KWTO switchboard for full-time housewifely duties, and has been replaced by **Myrtie Dean Little**, who has an especially pleasing lilt of her own when she says "Good morning!" . . . **Margie** could make "thank you" sound like a kiss on the cheek, and will be much missed. For sweetness and consideration she has just one rival — **Ruth Sherwood**, who keeps books like Einstein makes theories . . . **Jack Crandall**, new to radio, is making marvelous strides, was whistled back for an encore after playing "Texas Playboy Rag" at the Sarcoxie Korn's-A-Krackin' show May 22nd . . . **Luke McNeely** plays three shows before he backs up Slim at 7:15, a. m., and then wonders why his eyelids are half-mast by Farm Hour time . . . Now that **G o o - G o o** doesn't have a show until **Bill Ring's** at 8:15 in the morning, he says he's so happy he

even eats his spinach with the sand in it. "Only one thing I hate worse than gettin' up early," says Goog, "and that's smallpox." Did he ever have smallpox? "Nope, but if I had, they'd have been big ones, not small ones."

Buzz Fellows says he got this one from **Liz Cole**, the sunny, indispensable secretary to Bosses **Foster** and **Les Kennon**. A hostess told some friends that she knew a lonesome bachelor she'd like for them to meet. Said the athletic girl: "What can he do?" Said the chorus girl: "Has he got any money?" Said the society girl: "Who is his family?" Said the religious girl: "What's his church?" Said the stenographer: "Where is he?" . . . This column's sorrow at seeing **Dick Witty** leave KWTO is only matched by pleasure at the grand break he's getting. An announcing job with WLW in Cincinnati is **(Continued on PAGE 18)**

COVER STORY

**DIAL STARS
DON McNEILL**

The janitor had to sweep up a lot of broken precedents around the Dial office this month. We never star any but KWTO talent on our cover—but there's Don McNeill. We are as non-political as an illiterate hermit—yet he's a candidate for President on the Breakfast Club Party ticket.

Our reasons for making the mighty McNeill our June cover boy are, however, sterling.

He's pure hillbilly at heart. Those are Ozarks fish on his string, caught on an Ozarks float trip taken with KWTO President and General Manager Ralph Foster. McNeill's decision to run for President was made during his April vacation with Foster, Alex Drier and others on the banks of Norfolk Lake. Only such monumental matters could justify his absence from his ABC program for almost a week. Before the fishing trip, and afterward, he gave the Ozarks coast-to-coast radio publicity that is proving worth its weight in tourists. June 23rd will be the 15th anniversary for the Breakfast Club, the program that rolls McNeill out of bed at 5 a. m. five mornings a week to start the day off with an ear-to-ear grin for millions of listeners.

All these are very sound reasons for starring the man who sells you Swift's ham and Philco refrigerators so painlessly if you are tuned to KWTO at 8:30 every morning. But if it weren't Breakfast Club Anniversary time . . . if McNeill wasn't an Ozarks booster and frequent visitor . . . if those weren't Ozarks fish . . . if he wasn't bumping competitive elbows with Stassen, Taft, Truman, "Dug-out Doug," Vandenberg, Dewey, Norman Thomas, H. Wallace, and all the other boys who'd like to move a rocker onto that new balcony . . . if he wasn't a model family man and well-loved smile spreader . . .

If all these "weren'ts" were not, we'd still seek some means of paying special honor to a man who has used the same \$1.97 alarm clock for 15 years. Any guy who can get that much work out of a timepiece in this era of perverse and un-

reliable gadgets deserves recognition and renown, and no "Apple Capital of the world," no executive mansion, no current nor coined kudo is good enough for him.

McNeill's nomination for the presidency by a group of ardent anglers in a smoke-filled sleeping bag down in the hill country may not, after all, be the cigar-strewn path to Pennsylvania Ave., Washington, D. C. Secretly—although he's campaigned hard in Chicago, Philadelphia and New York — we hope not. McNeill for President? We'd rather have him for breakfast!



PENNY-WISE FASHION

Here's the picture we promised you of Mary Elizabeth Haden in her "new look" skirt, made of Lipscomb's Feed sacks. The Dial photographer took this picture in the beautiful Haden Family home on Benton Ave., in Springfield, on the same day that he took the grand Haden pictures that will appear in Uncle Carl's new songbook.

TRIP TO HOLLYWOOD! KWTO CO-SPONSORS CHILD'S CONTEST

Announcement was made on May 25th that KWTO, the Gillioz Theatre and McElwee Photo Studio, 301 East Commercial, Springfield, would sponsor a Personality Contest to select Missouri's Little Miss America and All-American Boy. Details of the contest were first announced over KWTO on that day.

The competition offers a free, round-trip, expenses-paid visit to Hollywood for each of the winners, a boy and girl between the ages of five and 13, accompanied by one of his or her parents. Any Missouri child between those ages is eligible to enter, but must have a picture taken (free) at McElwee Studio before June 25th, when the first contestants will be selected. Personality, not talent or dramatic ability, will be the basis for judging the winners.

The contest is being held in conjunction with the Saturday morning children's shows at the Gillioz, and the first group of 20 competitors will be called to the stage at the 10 a. m. show the morning of June 26th. Out of the 20, judges will select two winners for that week, and two each week will be chosen for seven weeks. Finals will be held the eighth week, the winners designated as Little Miss America representing Missouri and All-American Boy representing Missouri, and sent to Hollywood by the sponsors to compete for the national title.

George Earle will be master of ceremonies at the judging at the Gillioz each Saturday morning from June 26th to August 14th, and judges will select contestants and winners from the pictures taken free by McElwee Studio. The sooner your child's picture is taken, the better his or her chances in the contest, because all photos must be ready for judging before the contest starts.

Each Saturday morning judging will be broadcast over KWTO in a special 15-minute program starting June 26th.

National sponsor is Screen Children's Guild, 6671 Sunset Boulevard, Hollywood, which places more children in the combined fields of motion pictures, radio, stage modeling and commercial photography than any organization in the U. S.

The Guild handles such child stars as Alfalfa Switzer in "Our Gang" comedies, Joan Wells, seen in "The Yearling," and Natalie Woods, seen in "Miracle on 34th Street."

Missouri's two winners from the Springfield area will compete with top winners from other communities for the national titles at the Hollywood Bowl August 22nd. National winners will be signed to work in a picture at Republic Studios at a guaranteed salary of \$250 each.

Entry blanks are obtainable at ticket windows of all Fox Theaters in Springfield, at McElwee Studio, at KWTO, and at all Charles C. Meek lumber companies in Springfield and surrounding towns. They also may be obtained by writing to "Contest, KWTO."

MEDITATIONS

. . . BY MATT MATTHEWS

You know, sometimes we get to wondering why things aren't a little better . . . why our hopes don't materialize . . . why our wishes don't come true . . . why even, sometimes, we don't hear an answer to our prayers. Let me quote you something that is more encouraging than anything I could say:

"He asked for strength that he might achieve . . . he was made weak that he might obey.

He asked for health that he might do greater things . . . he was given infirmity that he might do better things.

He asked for power that he might have the praise of men . . . he was given weakness that he might feel the need of God.

He asked for all things that he might enjoy life . . . he was given Life that he might enjoy all things."

FICTION AND FACT

Sam Cowling has incorporated the following in his Almanac: "If all the taxicab drivers in New York were placed end to end—the pedestrians would be much safer."

FLASHES IN THE PANORAMA PHOTOGRAPHS BY REUEL HAYMES



1. One of the most heart-warming programs on KWTO's Sunday morning schedule is Matt Matthews' Guidepost for Living at 11 a. m. He gives his inspirational talk from the small studio while Lee Stone, seen through the double window, furnishes a background of organ music.
2. Not everyone knows that Korn's-A-Krackin' personal appearances include a comedy-rich stage show as well as the broadcast. Selby Coffeen, fiddling bag-eyed, adds to the fun.
3. Joe Slattery moves into the deanship of KWTO newscasters with the departure of Dick Witty. Now you hear him on the three morning newscasts.
4. Two of the most recent additions to the

KWTO staff are Chuck Bowers, our handsome young bachelor, and Steel guitarist Jack Crandall, family man.

■ OZARKOLOGY

Lennie Aleshire says he's mighty near scratched a hole in his head tryin' to figger out how a hillbilly feller like he is could pick up this bit of seacoast wisdom: "A wise man has more sail than ballast." Anyway, Lennie says he's shore glad for havin' been told that as a boy, 'cause it's steadied life for him lots of times. "Funny thing," he adds, "but it's the folks with too much sail always flappin' in the wind that are the worst worriers about everything. And you know what worry is. That's stewin' without doin'."

OUTDOOR LIFE

. . . OZARKS SPRING

Fishing remains the favorite diversion of KWTO talent, with Carl Haden setting something of a staff record in mid-May. He came back from a two-day stay at Passover Camp on the Grand Glaze with Carl Junior and W. F. Brown, Frisco fireman, lugging 49 fish, "all of 'em big enough to choke a radio announcer," he said happily. Both jack salmon and crappie were hitting beautifully when trolled for with spinners.

On another occasion, fishing with KWTO President and General Manager Ralph Foster, Carl caught four bass weighing over four pounds, two weighing over six, and Foster got a 7½ pound and a 2½ pound bass, all on plugs, at McDaniel Lake, Springfield. Si Siman has fished McDaniel a few times with Foster this month, but had his best luck the weekend of the 22nd at the mouth of Bee Creek, using a fly rod and hauling in heaps of crappie.

George Earle, more city boy than happy-go-lucky hayseed, spends his outdoor hours with Rickie and Dickie in his beautifully planted yard. Eighty-nine small trees and shrubs have been planted in it, enclosed by a fence four feet high, promising him exquisite bloom and color through three seasons of the year. "My row of poplars died, but the rain has made everything else burgeon," George reports. The yard makes a charming play place for Rick and his dog, "half toy shepherd and half Heinz 57-varieties."

With Lou Black, outdoor weather has meant admiring the roses he and Pat have blooming in the yard of their new home, tripping off to Bolivar to see how the training of his registered Roan is coming along, and neglecting his tackle box in favor of the nag, which he hopes to show this summer, first at Greenfield With Bill Ring it's 75 strawberry plants, besides a backyard vegetable garden that runs the gamut from onions to okra. "The okra," Bill mumbles in disgust, "isn't my idea; it's Thelma's. She loves it. I told her that anybody who'd eat okra could sleep in a bucket of b'ar grease" . . . With the Bill Matthews family

it's moving into an apartment on West Pershing, with Waneta taking time out from curtain-hanging, and Bill from packing and unpacking household goods, to take young Ricky out for his airings With Monty Matthews it's painting his car (it didn't take and he has to have it done over again) and dressing it up "with a new front end—\$68 worth of pins, bushings, shock absorbers."

Selby Coffeen is the boy who's caught with an inside job at an "outside" time of year. As the most recent parent in the KWTO gang, Selby is learning what George Earle, Bill Matthews, Joe Slattery and Dick Witty have all been trained in during the past year or so: diaper-dunking, formula-fixing, floor-walking — and catching cat-naps at the studio after one of those nights when baby has discovered she has a larynx like a foundry.

TOWN MEETING

. . . A BIG DAY

June 1 was red letter day for the Ozarks, KWTO and Drury College, Springfield. America's Town Meeting of the Air broadcast coast-to-coast from the heart of America, debating a heart of America subject: "What Will Stop Strikes?" The occasion marked two anniversaries: Drury's 75th; Town Meeting's 13th. Springfield industrialist Lester E. Cox backed arrangements for KWTO and Drury to sponsor this important contribution to the cultural life of the Ozarks area.

KWTO gave the distinguished guests here for the program a good example of "come on in and set a spell" hospitality, handling ticket sales and distributions, getting out letters, finding them a battery of secretarial and stenographic help, supplying amplifiers for Drury Field House, and otherwise flurrying through the extensive preparation such a broadcast demands. A reception was given for them at the Kentwood Arms after the program.

Here for the broadcast: Town Meeting founder and moderator George V. Denny, Jr., Mrs. Denny and his daughter, Mary Virginia; Thomas R. Reid, vice-president of McCormick and Co., Inc., Baltimore, in charge of human relations; Emil Mazey, acting president, UAW-CIO. Reid is a former KWTO announcer.

THE SPOTLIGHT**SLIM AS SEEN
BY DIOGENES**

There's an over-worked saying that you can take the boy out of the country, but you can't take the country out of the boy. Don't you believe it. Slim "Pickens" Wilson is six feet, two and a half inches of walking, grinning proof that you can't even take the boy out of the country. He's been billed as "The Idol of the Ozarks" and the "Silo Sinatra" in coast-to-coast network publicity. His fan mail count is in the millions, after 16 years as a rousing radio success. He's had more opportunities to have his head turned—if it were turnable—than the driver of a rubberneck bus. Audiences howl for him, sponsors scramble for him, grandmothers weep over him and little children want to hold his hand.

Far from leaning on these laurels and taking life—and success—easy, Slim is still a farm boy, up at 4 a. m. to do his chores before he limbers up his guitar and baritone voice before the microphone at 6; off between morning shows at 9:20 for Beiderman's and 11:05 for the Farm Hour to attend a livestock sale; home by 12:30 to count his 400 chickens, work his 160 acres and tend his herd of 39 Guernseys until well after sundown.

"Two things I never was afraid of," he says succinctly: "chiggers and hard work."

Slim was born July 14, 1910, first son in the J. C. Wilson family of six girls, in Christian County just south of Nixa. He was reared "by the book," as he puts it . . . taught to be thrifty, industrious and modest, to trade sharply but fairly, to be regular in attendance at church and prayer meeting, and to love and respect the land. Before he had learned to read he would lay a hymn book in a chair, sing a song and preach a "make-believe" sermon. Less solemn diversions were playing cowboy and Indian, dreaming of being a cowboy movie star, and seeing a western movie every Saturday night at the "Eee-lite" Theater in Nixa.

"Missed goin' one Saturday night," he recalls, "and the son-of-a-gun burned down."

Although "all of us kids picked rock, dug sprouts and worked hard," there were

many neighborly good times to remember. "After crops were harvested," Slim says, "all the neighbors would throw provisions in their wagons to last a few days and the families would camp out down on the James or Findley. We'd fish and hunt, tell tall tales and sing late around the fire. The menfolks would go home at chore time and then return, and us kids, put to bed early, would hear their wagons rumblin' back across the bridge till after midnight."

On these camping trips, at picnics and pie suppers and neighborhood gatherings, Slim learned the pleasure to others and oneself of singing and making music. Perhaps it was the party line that readied him for charming unseen audiences, because it was a wintertime custom in the Wilson family to move the organ over to the telephone and gather 'round, Dad with his 5-string banjo, Slim with the fiddle he saved so long to buy, and entertain neighbors up and down the line.

After schooling at Harmony, Rosedale and Line, Slim rode to Nixa on horseback to high school. In 1930 his father rented one of the houses on the old ranch, at the mouth of the Finley, to the Hancock family from South Dakota and Kansas, and a year later, after a shy courtship, Slim and Ada Hancock were married.

Slim got radio-itis from the moment the KWTO management opened a station in Sprngfield, and even after 16 years the malady lingers on. "Everytime I stand in front of that microphone dingus, it's the same old thrill I used to get when I'd visit the studio and press my nose against the glass years ago," he confesses. Winning second place in a Springfield fiddle contest spurred his ambition, and he haunted Shorty Thampson. Slim was farming on 150 acres north of Bolivar, on the Pomme de Terre, and his father had bought the adjoining place. Unable to afford a car, Slim hitch-hiked to and from Springfield to play radio shows with Shorty, his old Nixa neighbor, Zed Tennis, and later with Si Perkins and Smokey Lohman.

After another brief radio apprentice-
(Continued on PAGE ELEVEN)

HERE'S LOOKIN' AT YOU NEWS, VIEWS BY FLOYD SULLIVAN

The Church Page Of The Air, sponsored by Alma Lohmeyer-Jewell Windle Funeral Home, recently celebrated its first anniversary. This program, which is compiled, edited and presented by Fred Rains, of the KWTO News Department, each Saturday morning at 8:15, has enjoyed exceptional growth and increasing popularity during the past twelve months, without the aid of either plugs or promotion, because it received neither. Fred built it up from scratch to its present high rating entirely alone, and to him belongs the credit. Here in the News Room we are in a position to know, because we see the letters and post cards that Fred receives from all over southern Missouri and northern Arkansas in such great quantity that he can no longer take care of all the stories in the ten minutes allotted to the program and we have to absorb the others on newscasts. However, such was not the case during the first three months of the program. Fred had to do many long, hard hours of overtime work to build it up. He even threatened to quit if I didn't relieve him of the task. The big up-surge came when he started broadcasting his own script.

* * *

Another unsung and unheralded program, which originates in the KWTO News Department, is the Ozarks News-ettes—heard six days a week at 4:45 p. m. It started as a five-minute cast devoted principally to death announcements, which had expanded to such proportions that it was utterly impossible to handle them on regular newscasts. So, the management gave us first five minutes and later expanded the program to ten minutes, so that we could include pie suppers, club meetings, class plays and numerous other local happenings that go to make up the greater portion of local news carried in rural newspapers. This program, like the Church Page Of The Air, pulled itself to the level of top popularity by its own boot-straps, without plugs and without promotion. It is now sponsored by Butter Nut Coffee and needs approximately 175 lines of local and re-

gional copy for each cast. As evidence of its popularity, we receive News-ettes from as far west as Miami, Oklahoma; south to Fayetteville, Ark.; north to Harrisonville, Mo.; east to Rolla; and southeast to Popular Bluff.

* * *

No victory is ever won or lost until the vote from the last ward comes in, as Springfield Utilities Commissioner Albert Ayre will readily testify.

INQUIRING REPORTER

Violet Gamble Morton: If you inherited \$10,000 what would you do with it?

Al Stone: First, I would see that all my children were secure and see that Lee and I had enough to live on. If there was any left, Lee and I would travel.

Jack Crandall: Oh! Oh! Oh! I would bank it for a rainy day!

Sharon Kay Haden: I'd spend it! I'd buy a sucker, little electric iron, little doll buggy, a doll with real hair, a little black purse, a big tricycle, telephone, cowgirl outfit with gun and holster, house shoes, lots of clothes . . . (I left her spending the rest of her \$10,000.)

Bill Hickman: That would really be something. I believe I would put that in on a nice home.

Dick Witty: Take to the hills of Colorado and rest for a year. During that year, I could decide what I wanted to do with the rest of it—if any.

(P. S. Dick has, instead, taken to the hustle and bustle of Cincinnati and his new job at WLW.)

WELCOME MAT

No KWTO announcer ever had more friends throughout the Ozarks than Bill Bailey, who's back with us again after a tour of duty in Shenandoah, Iowa, as promotion manager of KMA.

We're equally happy to welcome Jim Lowe, fresh from M. U. and NBC-UCLA Radio School. Jim, who was Columbia's favorite disk jockey on KFRU, takes over Best By Request and late newscasts.

"KORN'S - A - KRACKIN' "

**FEW DATES
STILL OPEN**

KWTO'S famous Korn's-A-Krackin', only coast-to-coast network program originating in the Ozarks and now in its third network year, is booking summer road show dates a month in advance so that telephone lines can be cleared for the broadcasts.

The advance schedule includes Lebanon June 12 (sponsored by Sidney Drug Co. for the Cancer Fund); Butler June 19 (Chamber of Commerce sponsorship); Fordland June 26. July 3, 17, 24 and 31, and two dates in August, are still open. Programs scheduled in conjunction with the Hillosofpy contest between now and late July, will play Eureka Springs Aug. 7 and Rockaway Beach Aug. 14. Both resorts are co-sponsors in the contest, the most extensive radio promotion for the Ozarks vacationland ever planned.

Road shows continue to be the favorite indoor and outdoor sport of K-A-K stars. Joe Slattery, substitute emcee at the Camden-ton performance May 15, was fascinated with the beauty of the lake country on his first trip there, and particularly with the ruins of Ha-Ha-Tonka "castle". Buster Fellows, Chuck Bowers and Luke McNeely visited the famous cave near Waynesville when "Korn" played there May 8, while Dick Witty and Bill Ring toured Fort Leonard Wood with Dale Bradford, whose state license number, Bill observed, is 99. There were responsive crowds there and at Clinton the night of June 29, with Lou Black and Slim admiring the fine farms on the outskirts of the latter city. "Just wait," said Dale Parker, "until you see a spot I'd like to have just outside Mountain Grove." (June 5 is the Mountain Grove date, sponsored by the VFW Auxiliary.)

Most interesting to the entire cast was a May 22nd pre-broadcast visit to Sarcocie's far-famed poeny fields at the height of their bloom. It was explained, at the Gilbert Wild farm, how the fragrant flowers pollinate, how it takes 27 years to develop just the center of a new yellow breed; how only three of every 1000 seeds is suitable. Both Jack Crandall and Chuck Bowers, sunflower state boys, said

they "never dreamed of anything like it—" 35 acres of red, pink and white flowers. Most delighted, of course, were soloist Pat Evans and scrip writer Betty Hindeman, who left the fields laden with blossoms. The Wildwood School stage that night was decorated with the flowers, "a real inspiration," Goo-Goo Rutledge reported earnestly.



GALEN DRAKE

This is the first puplicity photograph ever taken of Kellogg's 10:30 a. m. philosopher who is so popular with KWTO listeners. Looks a little like Melvyn Douglas, yes?



GARRY MOORE

Here is the new Breakfast in Hollywood host, a young radio comedy veteran who is well-known for his wacky poems and his former radio partnership with Jimmy Durante. Garry has replaced the late, well-loved Tom Breneman.

SCHEDULE FOR JUNE

WHAT'S GOING
ON AT KWTO?



WEEKDAYS AND SATURDAY

5:00 a. m.—Ozark Pals
 5:30 a. m.—Carl Haden
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Southland Echoes (M-W-F)
 6:00 a. m.—Slim Wilson (T-Th-S)
 6:10 a. m.—Tony's Quartet
 6:15 a. m.—R. F. D. Roundup
 6:30 a. m.—Haden Family
 7:00 a. m.—Hillbilly Homesteaders
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Matthews Brothers
 7:45 a. m.—Haden Family (S)
 8:00 a. m.—Bob Wills and Playboys
 8:15 a. m.—Bill Ring Show
 8:15 a. m.—Church Page (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Matthews Brothers (S)
 8:45 a. m.—Gospel Rocket (S)
 9:00 a. m.—Barry Wood Show
 9:00 a. m.—Chuck Bowers (S)
 9:15 a. m.—Do You Know?
 9:20 a. m.—Slim Wilson
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Dial Editor (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Breakfast in Hollywood—ABC
 10:00 a. m.—Sat. Morning Roundup (S)
 10:30 a. m.—Galen Drake—ABC
 10:30 a. m.—Musically Yours (S)
 10:45 a. m.—Ted Malone—ABC
 10:45 a. m.—Rev. Hitchcock's Scrapb'k (S)
 11:00 a. m.—Ozark Farm Hour
 11:00 a. m.—Meet Your Neighbor (S)
 11:15 a. m.—Markets, Slim Wilson
 11:30 a. m.—Markets; Ark. Conservation
 Commission (S)
 11:45 a. m.—Man at Stockyards
 11:45 a. m.—Farm Forum (S)
 12:00 noon—Baukhage Talking—ABC
 12:00 noon—Farm Forum (S)
 12:15 p. m.—Matthews Brothers, MFA
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Welcome Travelers—ABC
 1:00 p. m.—Fascinating Rhythm - ABC (S)
 1:30 p. m.—Bride and Groom—ABC
 1:30 p. m.—Hitching Posts—ABC (S)
 2:00 p. m.—Judy and Jane
 2:00 p. m.—Piano Playhouse—ABC (S)
 2:15 p. m.—Kitchen Talks
 2:30 p. m.—Linda's First Love
 2:30 p. m.—Sports in Review—ABC (S)
 2:45 p. m.—Ladies Be Seated—ABC
 3:00 p. m.—Hayloft Frolics
 3:00 p. m.—ABC Symphony—ABC (S)

3:30 p. m.—Telephone Quiz (M-W-F)
 3:30 p. m.—K-A-K Teasers (T-Th)
 3:45 p. m.—Cornfield Follies
 4:00 p. m.—Newscast
 4:15 p. m.—Markets, Meditations
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Ozark Newsettes
 4:45 p. m.—Haden Family
 4:45 p. m.—Decision Now—ABC (S)
 5:00 p. m.—Haden Family
 5:15 p. m.—Terry and the Pirates—ABC
 5:15 p. m.—Voice of the Army (S)
 5:30 p. m.—Sea Hound; Sky King—ABC
 5:30 p. m.—Abbott & Costello—ABC (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Green Hornet—ABC (T)
 6:30 p. m.—Spotlight on Industry (Th)
 6:30 p. m.—Famous Jury Trials—ABC
 6:45 p. m.—Guest Star (Th)

MONDAY NIGHT

7:00 p. m.—It Pays to Listen
 7:30 p. m.—Stars in the Night—ABC
 8:00 p. m.—Tomorrow's Tops—ABC
 8:30 p. m.—To Be Announced—ABC
 9:00 p. m.—Arthur Gaeth—ABC
 9:15 p. m.—Earl Godwin—ABC
 9:30 p. m.—Buddy Weed Trio—ABC
 9:45 p. m.—Special Show—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request
 11:00 p. m.—News, Orchestra—ABC

TUESDAY NIGHT

7:00 p. m.—Sully's Spotlight
 7:15 p. m.—Leatherneck Album
 7:30 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Boston Pops—ABC
 9:30 p. m.—Let Freedom Ring—ABC
 9:45 p. m.—It's in the Family—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request
 11:00 p. m.—News, Orchestra—ABC

WEDNESDAY NIGHT

7:00 p. m.—Mayor of the Town—ABC
 7:30 p. m.—On Stage America—ABC
 8:00 p. m.—Abbott and Costello—ABC
 8:30 p. m.—Go for the House—ABC
 9:00 p. m.—Texaco Star Theatre—ABC
 9:30 p. m.—Music by Maupin—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request
 11:00 p. m.—News, Orchestra—ABC

THURSDAY NIGHT

7:00 p. m.—It Pays to Listen
 7:30 p. m.—Henry Morgan—ABC
 8:00 p. m.—To Be Announced—ABC
 8:30 p. m.—Front Page—ABC
 9:00 p. m.—Candid Microphone—ABC
 9:30 p. m.—Lennie Herman Quintet - ABC
 9:45 p. m.—Earl Godwin—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request
 11:00 p. m.—News, Orchestra—ABC

FRIDAY NIGHT

7:00 p. m.—The Fat Man—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Break the Bank—ABC

8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Cavalcade of Sports—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Best By Request

SATURDAY NIGHT

7:00 p. m.—Ross Dolan, Detective—ABC
 7:30 p. m.—Amazing Mr. Malone—ABC
 8:00 p. m.—Gangbusters—ABC
 8:30 p. m.—What's My Name?—ABC
 9:00 p. m.—"Korn's-A-Krackin'"—MBS
 9:30 p. m.—Senator Kem
 9:45 p. m.—Newscast
 10:00 p. m.—Best By Request

SUNDAY PROGRAMS

6:30 a. m.—Haden Family
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Carl Haden
 8:00 a. m.—Newscast
 8:15 a. m.—Sermons in Song
 8:30 a. m.—May Kennedy McCord
 8:45 a. m.—Al and Lee Stone
 9:00 a. m.—Message of Israel—ABC
 9:30 a. m.—The Southernaires—ABC
 10:00 a. m.—Fine Arts Quartet—ABC
 10:30 a. m.—Hour of Faith—ABC
 11:00 a. m.—Guidepost for Living
 11:15 a. m.—First Baptist Church

12:00 noon—American Almanac—ABC
 12:15 a. m.—The Editor at Home—ABC
 12:30 p. m.—National Vespers—ABC

1:00 p. m.—Newscast
 1:15 p. m.—Here's To Veterans
 1:30 p. m.—Drury Quarter-Hour
 1:45 p. m.—Congressman Bennett
 2:00 p. m.—Johnny Thompson—ABC
 2:15 p. m.—Sam Pettengill—ABC
 2:30 p. m.—Sermons in Song
 3:00 p. m.—Excursions in Science
 3:15 p. m.—Thinking Allowed—ABC
 3:30 p. m.—Opera Album—ABC
 4:00 p. m.—Guy Lombardo Show
 4:30 p. m.—Counterspy—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Morning Headlines
 5:30 p. m.—Greatest Story—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Lutheran Hour
 7:30 p. m.—Johnny Fletcher—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Louella Parsons—ABC
 8:30 p. m.—Superstition—ABC
 9:00 p. m.—Comedy Writers—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—Music in Velvet—ABC
 10:00 p. m.—Revival Hour
 11:00 p. m.—News, Orchestra—ABC

The Spotlight

(Continued from PAGE SEVEN)

ship in Cedar Rapids and Denver, Slim came back to the Ozarks to settle down to farming, radio and personal appearances. "Guess I've played every small town in a radius of 150 miles," he says. It's always a pleasure to meet those folks. They're my kind of folks, and I owe 'em plenty of gratitude for stayin' with me all these years."

Like every good Ozarks farmer, Slim saved, swapped, sweated, and dreamed through three farms until he got the property he wanted.

"C. C. Keller tells me it's one of the finest hereabouts," he tells you proudly. "Red clover, alfalfa, orchard grass, fine pasturage that's not been worn out. Keeps Ada, her brother, our boy, John Wesley and me hoppin', with 500 quarts of cannin' every year, milkin' and what-all."

"I just can't seem to get straightened away," Ada worries. And then, smiling: "John Wesley's just like his father . . . lying around lazy all the time." But the twinkle in her youthful eyes denies her words. Slim has worked long hours and hard ones to build his security in the two ways he knows best.

WHO ARE THEY?

. . . NAME THE STARS

Here again—our guessing game about KWTO stars. Folks in radio often have two identities, "trade" names that fit their public life personalities, and other names, less adaptable to the entertainment world, that go back to their "I knew him when" days.

Answers to last month's quiz appear at the bottom of this column, and answers to the following will appear in the July issue.

1. He was born Loren Bledsoe, hails from Indiana, had his name legally changed, composes music with a hill-billy flavor, and is probably the most talented musician heard on KWTO.

2. He's a great trouper, middle-named Raymond, and a great sleeper. Once, when he played in vaudeville, he overslept. Others in the show had his locked hotel room door taken off the hinges, threw water in his face. Who's he?

Answers to last month's quiz: "Audie Linden," born near Bolivar, the fellow with the private pilot's license, is Buster ("Buzz") Fellows, a name he likes better . . . The man middle-named "Elwood" is Lee George.

MY STARS!

... BY OPAL PORTER

Neptune, Mercury, Venus and Mars in stellium formation collaborated in Goo-Goo Rutledge's cordial sign, Cancer, to bring him everything heart could desire—home, love, a successful career and affluence. Some of these have materialized. Had the moon been a part of this stellium, Goo-Goo long ago would have added "the girl" and the "little googs." However, with both the lights (Sun and Moon) in Gemini, he has been too busy "twinkling" to pause for family-gathering.

With Jupiter occupying his home of marriage, "Now Is The Hour" to say goodbye to bachelorhood. He won't have this help, this discriminating wisdom, again in twelve years. Everything is in his favor: Leap year; growing fortune; intellectual friends. We stress the latter, for Goog admires this type. At present, Venus is over his natal Jupiter and the lights in Gemini, turning his thoughts to love and ideal companionship. Goo-Goo has had a star role in everything but that of family man.

Saturn in Pisces gave him cold feet—and a stocky body. He needs fire and fixed signs in his chart. He has neither. Saturn's square from his career zone to his Gemini stars made him sort of Jack-of-all-trades until he hit his stride and his many-sided personality began paying off. Saturn's trine to his 4-star stellium in Cancer turned this unique ability into cash. That Goo-Goo would be original in his fun-making was revealed by the opposition of Uranus to Neptune and Mercury in his money house. The "Flash & Whistler" brainstorm was born of this oppositional aspect.

FULLER EXPLANATION

Portly Bill Ring, who appears at the office sleeper each morning, now that the days are growing warmer, came out of the studio after his Taystee Bread show at 8:15 one day last week shaking his head. "I get lazier and lazier," he mumbled. "I'll bet the only reason I don't get the axe around here is that they can't find my neck."

AN AWARD

... SHOW IS CITED

Another honor has come to KWTO by way of the Springfield Inter-Racial Council, which is given, for promotion of its fine work, a half hour of our air time the fourth Sunday in every month at 10 a. m.

The council has been featuring, at this time, a series of transcribed programs, "Lest We Forget—The American Dream." This series, the work of the Institute for Democratic Education, has been given a special award by Variety Magazine "for work unique in the realm of broadcasting aimed at mass education on democratic principles." The citation went on to say that the Institute, through these programs, had "managed to strike a telling blow against undemocratic excrescences on the American landscape as it stimulated community action on problems of prejudice."

The Springfield Inter-Racial Council combined these 15-minute plays, featuring such stars as Helen Hayes, Fredric March and Ralph Bellamy, with live-panel discussions of community problems.

FOR ANGLERS

... FISH STORY

That new lilt in Lee George's voice on the 6:15 p. m. Sportscast is registering his pride and pleasure at having the most complete fishing information service ever offered in the Ozarks area. Just as pleased, naturally, is the Knight Oil Company, which sponsors Lee's "locker room talks" three days a week.

"Our coverage of fishing news has never been so detailed, complete and up-to-the-minute," Lee tells The Dial. "Much of the information I'm able to give nim-rods every Friday evening about weekend fishing is fresh as of the past half hour."

Among Lee's pipelines and informants are the Mountain Home Chamber of Commerce (Norfolk Lake), Ernie Williams and Dr. Knowles of Rockaway Beach, E. C. Lowell of Camdenton, Lionel Chamberlain of Cape Fair, Mr. Vaughan at the fork of the Kings and James Rivers, Hubert Biggs of Forsythe, the Walker Ferry Resort at Hollister, DeWitt Service at Bramson.

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

Greetings Friends!

Summer is here again — right upon us. It never comes early enough or stays long enough to suit me. To a woman who was a country kid, it brings memories which can never pass away . . . the long lazy hazy days . . . the sort



May McCord

of alkalinescent, fugitive days that got away from us all too soon. When the first warm days came, it was "Maw, kin I take off my long underwear? Kin I go barefooted?" Not until the first days of May could we go "barefooted" (that's what we called it), nor could that flannel underwear come off.

But the springs were not then like they are now. When it came spring, it came spring with a vengeance. No sobbing and sogging around until the middle of June as it does now—and building fires and starting winter all over again. Of course there was always "whippoorwill winter" and "blackberry winter," and we have them yet. But they didn't hang on like a duck to the dough tray.

You know, we have an old Ozark superstition that when the first whippoorwill sings in the spring, the wife has to get up and make the fires from then until fall when the whippoorwill is gone. I don't know how many lived by this, but many's the time I have heard it. Yes, the wife was supposed to "git the fa'r wood, and bust up the kindling." Those were the days of peace and neighborliness and no worry. Life went right on and nobody thought about wars or knew there was any world but this one here in our mid-America. Old Uncle Buzz said he "lowed they was allus a-havin' wars and fights over thar some'rs across the ocean" but he cared little about them and knew less.

And it's a fact. Europe has fought ninety wars since our Civil War! Wars for breakfast, dinner and supper, and

snacks in between. Because they don't have room? Lack of room brings on wars. We have plenty of room, and don't have to bust the third vest button to expand, either!

In summer came the picnics and the reunions and the family get-togethers and big dinners and the Sunday-school conventions and the baptizings, and out in the little crossroads brush arbors they had meetings and sat out in the cool of the arbor. And sometimes they had foot washings—and now and then an all day log-rolling and house-raising where neighbors came and helped a neighbor to build his house and get it up quick. The women came along and cooked enormous feasts for the working men.

Sometimes you'd see a lot of young chaps just gather at some place and spend the whole day wrestling and having foot races. No boxing matches when I was a gal — just "rasslin'," as they called it, wooling themselves around like a lot of pups for a whole day, and lots of fun. There were the shooting matches, always for a turkey at Thanksgiving time and Christmas.

And then . . . "the ol' swimmin' hole." Men and women didn't go bathing or swimming together when I was a young girl. I was a young mother when I remember my first "gregarious" swimming. Then we simply made a fiesta of it. I lived on the bank of the James River and we swam every day from May until October. When the weather got so cold it would freeze the egg on your Uncle Snazzy's whiskers you quit swimming in the river, and not until then. The beach would be just lined with big, little, old and young. I had learned to swim quite early, back with the "gal swimming." It's a wonder more of us were not drowned in those treacherous currents. We must have had some guardian angels hiding around the corners somewhere. We did have a tragedy now and then, but not often.

And we ran boats like sailors. They

(Continued on Page Fourteen)

OUT OF THE FILES

6 Years Ago This Month

Jerry-of-the-jukebox lands interview with Tony Pastor (Jerry is now in Ohio). . . Interesting scenes and people in the picture section: The Harvest Hands, Bobo Pike (now in Kansas City), Tony Garacci (in Kansas City), and Fred Warren (now in Shenandoah), dressed up in police uniforms.

5 Years Ago This Month

Hugh Aspinwall rejoins staff (now in Shenandoah). . . Lonnie and Thelma purchase new suburban home (now at Pittsburg, Kan.).

4 Years Ago This Month

Milton Dickey joins the navy (now in Kansas City). . . Don Harvey comes back (now in Hollywood). . . A story of Doc and Ester Embree on page 3 (now in Topeka).

3 Years Ago This Month

Louisiana Lou and Melody Girls join staff (now in Kansas City). . . Bill Bailey and wife are very proud parents of a baby girl, Rhea Beth. . . In the picture section: Don Sullivan (now in Kansas City) and Ozark Red (now in Wyoming).

2 Years Ago This Month

"Korn's-A-Krackin'" goes on road. . . Dick Wittly joins announcing staff.

1 Year Ago This Month

A happy birthday greeting to Carl Junior and Mary Jane Haden . . . Chief Foster recovering from major operation . . . The character sketch in the spotlight is about Bob Rector (now in Des Moines) . . . Mrs. H. R. Russell of Ozark wins Dial Limerick prize.

PROGRAM NOTES

. . . BY VIRGE PHILLIPS

Word from Johnny Kiado, KWTO alumnus, who's doing fine in pictures . . . There's a noticeable gasp from the gals when **Chuck Bowers** walks on stage at K-A-K shows, and it's also noticeable that he gets waited on first in restaurants . . . It was at Rogersville that the "Korn" gang framed **Goo-Goo**, who was sitting in the front seat, anxious to get off and eat. Quietly, everybody moved up front, hemmed him in, and he was the last one off after all.

HEARTBEATS

(Continued from Page Thirteen)

were canoes then, and swifter and easier handled. We rode horseback, and we really rode. We didn't get on a horse and let him lag along and eat grass and do as he pleased, then get off and walk up the hills to save the horse as I have seen some girls do of late years . . . barely sticking up on top of the animal, precariously, and knowing about as much about handling him as a pig knows Spanish. And, of course, the horse knows when a greenhorn is on his back, always. Invariably he will try to rub that sort of female off against a tree. Horses are pretty smart.

It took so little to make kids happy. They were not pampered and sated with every fandangle and foppery on the face of the earth, and they didn't ride high-hat over the furniture and the carpets and burn cigarete holes in them and spill "sody-pop" all over the tidys and the foot stools and the whole establishment in general. Children were what they called "civil" in those days. "Be civil," they used to say to us.

Well, it's a great world if you don't weaken, and things change so fast that you get confused to where you don't know what's what and whither's whither. Like the old fellow who went to a doctor because there seemed to be something the matter with his right leg. It ached and it didn't seem to track along like it "orter," he said.

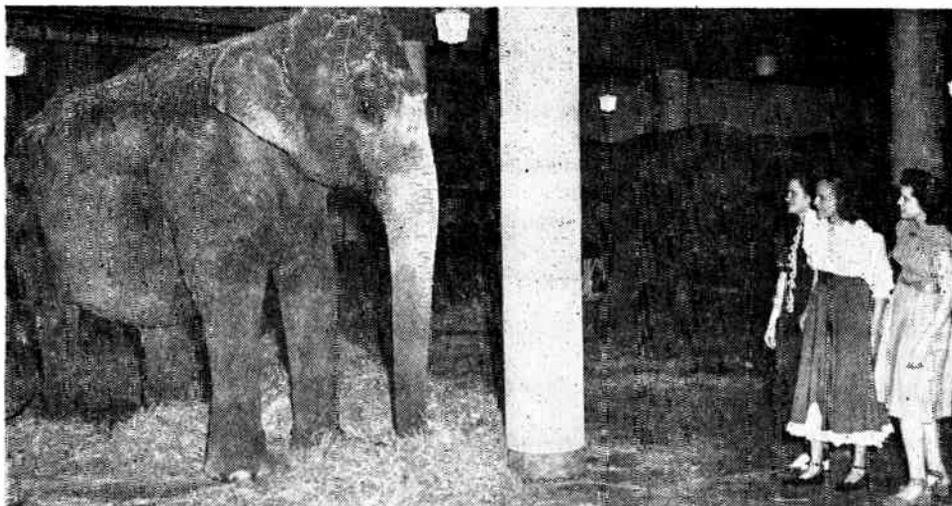
The doctor looked him all over and finally he said "Well, grandpa, you know you are getting along down the hill—and it might be just the infirmities of old age."

"Old age, heck!" said the old man. "My left leg is jist as old as my right leg and they hain't nothin' the matter with HIT!"

Answer that one if you can.

And be good and keep sweet and write me a letter now and then. And I'll be seein' you next month—the Lord willin' and the creek don't rise!

With Love—May



ANTS AND ELEPHANTS A REPORT FROM THE EDITOR OF THE DIAL

As I seem to have mentioned a number of times over the air, in my usual freshly-graveled tones, the Dial Office has had everything from ants in an old candy box to elephants in the basement during the past few weeks. The elephants came with the Shrine Circus, to be replaced, a few days later, by yapping canine blue-bloods vying for honors in the Dog Show. The U. S. Navy band, High School commencement rehearsals, a Shrine ceremonial, and the arrival of The Dial's new Addressograph equipment, have all contributed to our workaday Saturnalia. What have we been spared? termites, bubonic plague and aardvarks in the attic.

If the above picture of, left to right, Elephant Exhibit A, a tall post, Violet Morton, myself and Jean Scherner is not exactly a close-up, it's because our photographer was as leary of the pachyderm and his peculiar proboscis as we were. Remember Dorothy Parker's verse to the effect that "women and elephants never forget"? I don't know about the elephants, but we won't be forgetting them soon.

The picture by which Si Siman poses on page 19 is a really famous one. Townsend Godsey, the finest photographer, in my opinion, ever to immortalize our hill country, caught Ralph Foster's

English setter, Patsy, in one of the great moments in any dog's life—the moment of presentation to her master. Patsy has been dead some years, and is still mourned, but lives on in this picture. It has been printed in many national magazines, and most of you have probably seen it on a famous postcard. It hangs above my desk to remind me that, while my Shoo-cat is fascinating and whimsical and intelligent, the devotion of a fine and well-loved dog is incomparable. None knows that better than Mr. and Mrs. Foster.

Some of my nicest mail: Mrs. Eunice Pennington of Van Buren, telling me that the new Dial is a "breath of spring," and in verse . . . Mrs. K. T. Read of Eldorado Springs, and her Cherry Valley Extension Club's plans for a cookbook . . . A well-deserved scolding from Margaret Ghelfi of Calico Rock for being late to my morning microphone . . . Dial compliments from Mrs. Kenneth Dobbs of Montevallo (a beautiful letter), Evelyn Barnes of Koshkonong, Clover Seifert, Mary Fern Blankenship of Sedan, Kan., (one of my dearest friends, Lee Harmon DuBois, came from there), Elsie Wise of Brighton, Mrs. Jack Hodgkinsor of Berryville, Ark., Miss Elizabeth V. Stone of Webb City, Mar-

(Continued on PAGE SEVENTEEN)

SPORTS SPOTLIGHT

... BY LEE GEORGE

The Brooklyn Dodgers, St. Louis Cardinals, Philadelphia Athletics and Cleveland Indians are the early season major league sensations, but the reasons for their spot in the sports limelight vary.

The Dodgers under Leo Durocher have been off to a terrible start in the 1948 campaign. To top it off, Leo's new book "The Dodgers and Me" is slated to be on the market soon, and that book is a tinder box of statements and stories. Criticism is being heaped on Durocher for what Brooklynites claim is poor management of a team that should be up there in first division. In fact, Leo is catching it hot and heavy from the very fans who, in the past, would battle anyone who even had thoughts opposing those of the peppery Dodger pilot. All this has tended to keep Brooklyn in the headlines.

...

The Cardinals' dash to the forefront of the National league race has pennant fever surging through Missourian veins again. Stan Musial's sensational hitting and the general all around play of the Cards has baseball fans keeping eager eyes on the Missourian team.

American league fans expected the race to be fought out by the Yankees and the Boston Red Sox, but so far two up-starts have grabbed the early season spotlight. Cleveland's Indians have been powdering the ball and doing some great pitching to stay either at or near the top. Philadelphia's Connie Mack has hitched up his belt and started gunning for another championship with a fine pitching staff and a very well-balanced, although not sensational, team. Both teams are illustrations of the baseball axiom that pitching is 70 percent of effectiveness. Equally an example of that statement is the ineffectiveness of the Red Sox, as that team's pitching has not come up to expectations. The Detroit Tigers are also suffering from consistent faltering by their mound staff.

...

Naturally, it is still too early to decide the pennant race and Brooklyn, in the National league, should get up into the

first division before the season is over unless dissention keeps them torn up. The Yankees and Red Sox are not going to be pushed around for long, so once they settle down and get moving the American league race is going to get hotter than an August night.



DUAL PERSONALITY

Lee George, veteran KWTO sportscaster, is not only one of the mid-west's leading sports authorities. He is, as well, an extremely popular announcer on the early morning shift—a double distinction enjoyed by few sports experts.

ADDENDA

... ON CHUCK BOWERS

Since the Dial office was deluged with letters from readers who enjoyed the Spotlight on Chuck Bowers, and since Chuck is coming along beautifully with his Korn's-A-Krackin' appearances and his own program, we pried more news from him about himself.

"As a boy, youngest child, I was alternately," he says, "pushed around by the other kids, and spoiled by my mother. A little hard to handle at times—once I got in a brick-throwing, pliers-throwing fight with the others. Once, when I was six, I filled a coffee can with carbide, struck a match to it and it blew up in my face. I fell out of the hayloft the next year, always skinned my shins skating—the usual thing."

Just a quiet boyhood!

KING FOR A DAY

... NEW SHOW

Springfieldians had a preview of George Earle's new personal appearance show, King for a Day, when the Co-Operettes held their annual benefit for the Boys' Club May 11th. As before, Si Siman is George's assistant emcee. The program is a fascinating combination of audience participation stage show and contest. Winner receives many prizes, including a new suit of clothes, and is crowned in a mock coronation, surrounded by his "court" in elaborate and amusing costumes. Bob Callen, a Jarrett Junior High School student, was chosen "king."

This is the show George will take into Ozarks communities this fall, replacing his popular Breakfast in Hollywood programs.

ANTS AND ELEPHANTS

(Continued from PAGE FIFTEEN)

garet Kimbrell of Marshall, Ark., Mrs. Gordon White of Granby (ordering The Dial for a niece in Georgia), Mrs. Leo Burton of Stockton . . . My little friend Barbara Still of Bentonville sent clever sketches of herself, the cats, and the bantam hen who rides her chicks on her back, and a gift box of beautiful note paper, all to "The Dial Lady" . . . Mrs. L. P. Harry of Oronogo and Diana Keith of Bois D'Arc have written letters which gave me many moments of pleasure, as did Anna Lawton of Willard with a story about one of her cats . . . And from Capt. William J. Zaleski of Cabool, about a broadcast in which I deplored prejudice: "Here's hoping you blow your democratic top vigorously and often."

As I write, the office is in a flurry of plans for the Town Meeting Broadcast at Drury, the "Little Miss America" and "All American Boy" contest, and our magnificent float for the Freedom Train Parade. And in the midst of it all, a wire from a friend who has been visiting me and who made fantastically good time, driving back to Arizona in her car, which we call the Phantom: "The Phantom is practicing for the ghost-to-ghost record."

Cheerio, and let me hear from you.

THE EDITOR**PORTSIDE PATTEN**

... GEORGE EARLE

It's downright amusing the way the boys (Slim, Luke, Chuck, Jack, Dale and Goo Goo) are appearing at the studios for their daily stint wearing . . . believe it or not . . . dress shirts and neckties! The reason: graduating classes from many Ozarks towns visit KWTO during the closing days of school—classes that include a preponderance of pulchritude.

And yet, the Glamozarkettes, for the most part, appear in slacks or dungarees and loud shirts with the tails at half-mast. Still, with their pig-tails and sloppy-joe saddle oxfords, they're refreshing to see and as welcome as the well-known fifth-month bloomers.

Is my face red! Announcer Tom West-ury, kibitzing over my shoulder as I write this, has just observed, "I notice you keep your desk centered in the Conti-nuity Department so that you can see the feminine flutterings as they congregate in the studio lobby." Humph! Wise guy! (But, oh so right!)

The whole truth is, all of us at KWTO are delighted to have folks visit the studios. It's not only flattering, but it proves they listen to our station and then, bless 'em, want to see the boys and girls behind the mike. Keep comin' to see us, friends; we love it!

Most Any Morning . . .

Goo-Goo Rutledge seated on the landing bench, eyes closed, a satisfied smile on his face, dreaming the Shrine Mosque is full of hamburgers and he is the honored guest.

The voice of C. C. Williford over the loud speaker saying, "We now return you to your station announcer."

The Dial Editor, in colorful slacks and smart jacket, dodging across the street from the Shrine Mosque in search of newsy stories.

The public address system blaring out "Call for Fritz Bauer, Call for Fritz Bauer."

Selby Coffeen, who seldom puts his fiddle down, standing in the hall outside the studio, fiddle under-arm, thoughtfully and absent-mindedly picking out some tune with one finger and no bow.

EAVESDROPPING

. . . BY TERMITE

New accordionist you're hearing on the daytime variety shows is **Jean Pauling** of Pratt, Kan., a former **Mike Dosch** fan just out of high school . . . **Tommy Haden's** compensation for having burned his foot badly: a trip to the Stockyards Hog House with **Uncle Carl**, where well-wishers gave him 40 cents worth of small coins. Bare-foot season came too early for Tommy, who parked his toes on **Mary Jane's** hot oven. The quick remedy, obviously, was Footlax, which Uncle Carl applies generously to his fishing trip sunburns. . . . **Carl Jr.** has taken lots of kidding about that 3-pound bass he lost on the Grand Glaze trip, "horsing the fish," according to his father, "instead of playing him smart."

Dale Parker has been sorrowfully selling much of his photography equipment, since composing leaves little time for his once favorite hobby. His landscapes rival some of the best professional stuff, finished off in sepia tones and shot through filters. "He's the kind of photographer," **Buzz Fellows** says, "who'd wait through breakfast, lunch and a nap to get the right cloud effects" . . . **Dixie Parker** cherishes a number of his pictures; others, mounted and nicely framed, hang at KWTO, third floor . . . **C. C. Williford** took a party of 15 to the Arkansas Fish and Game Commission lodge on Norfolk Lake in early May. Saturday and Sunday angling yielded 50 fine small-mouth, line-sides and goggle-eyes, some of the latter caught in 50 feet of water . . . **Slim Wilson** took his "gittar" along to the Nixa pie supper where he reunited with old neighbors June 1.

AMBITIOUS PLANS

As The Dial goes to press, KWTO's promotion department is eyebrow-deep in blueprints for one of the most elaborate floats in the Freedom Train Parade—a 40-foot affair featuring a series of four tableaux, cast by Springfield's Little Theater. Director Richard Meyer and board member Frances Bannister are co-operating. Watch for pictures of it in the July issue of The Dial.

INSIDE AT THE STUDIO

(Continued from PAGE TWO)

really big time. . . . It's scarcely the first time KWTO has been training ground for the Mighty Mike circuit. **Tom Moore** of Ladies Be Seated, **Don Harvey** and **Shorty Thompson** of radio and movies, **Russ Davis** in Chicago television and **Bill McCord** of WLW are ex-KWTO men.

Bill Ring and **Bill Bailey** were the KWTO announcers Town Meeting Moderator George V. Denny Jr. honored. He picked Ring for his "Town Crier" and Bailey for his announcer on the June 1 broadcast. Bailey, he said, sounded so friendly and Ozarkian . . . Young **Mary Denny's** favorite, however, is **Jim Lowe**, who disk-jockeyed at KFRU in Columbia, where she attends Stephens College. Jim, Mary told us, was the Stephens pin-up boy—his picture pasted to practically every mirror in the dormitories . . . The **Haden Family's** new songbook will include "Tramp On the Street," which **Mary Elizabeth** is so often requested to sing, as well as plenty of new pictures. Among them: one of **Uncle Carl** and fish.

THE SPONSOR'S CORNER

New "Baukhage Talking" sponsors, 12 to 12:15, are Williams Lumber Co. Mon., Wed., Fri. and Rubinstein's Tues. and Thurs. . . . Beiderman's augments Hillbilly Homesteaders week days at 7 a. m. with Slim Wilson Mon. through Sat. at 9:20.

Speidel Jewelry Co. and Old Gold Gigarettes are sponsoring 15-minute portions of Sunday night's big mystery melody give-away, Stop the Music, 6 p. m. . . . Gillette will broadcast the Louis-Wolcott fight at 8 p. m. June 23rd. . . . General Electric's sprightly What's My Name? quiz show with Arlene Francis is back on the air, will be heard Saturdays at 8:30 p. m. June 12 . . . Fruehauf Trailer Co. debuts This Changing World Sunday, June 20, 2 p. m.

Kern Specialty Co. (visors, sun glasses) continues with a spot announcement schedule . . . Kroger bought 10 minutes of Hayloft Frolic for a month . . . Outlet Furniture Co. is the Hadens' sponsor Tues., Thurs. and Sat. at 5 p. m.



1. E. E. "Si" Siman, Jr., stands by a huge blow-up of the celebrated picture of Ralph Foster's English setter, Patsy. (More about this famous retriever in the Editor's Column this month.)



2. Jim Owen of Branson, Foster and Don McNeill plan a float trip.

3. The Ozarks' favorite Weaver Bros. veterans, Lennie Aleshire and Goo-Goo.

4. Scrubbed faces with scrubbed smiles, left to right: Bill, Monty and Jack Matthews, Goo-Goo Rutledge, Matt Matthews, Slim Wilson and Bill Ring in the foreground.

5. C. C. Williford, snapped when he dropped by the Dial office to take care of some correspondence.



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**A TRIO OF
KAK STARS**



When Mutual Broadcasting Company put Korn's-A-Krackin' back on the air coast-to-coast May 1st, the KWTO Promotion Department got busy on pictures of all the gang for national publicity. The above photograph is one of our favorites, not only because it catches the fresh, typically Ozarkian charm of three of the show's top stars, but also because it proves a point of pride with the Dial: our photographer, Reuel Haymes, is one of the best anywhere. Our handsome trio: emcee

Lou Black, Pat Evans and Bill Ring.

Lou Black, left, and his wife, Pat Evans, have returned from a Chicago vacation. Joe Slattery and Dick Witty emceed Korn's-A-Krackin' shows at Camdenton and Waynesville respectively in Lou's absence.

Bill Ring, who reads Floyd Sullivan's "Hillosophy" on the Korn broadcasts, has been counting entries in the nation-wide "Hillosophy" contest for an Ozarks vacation for two.