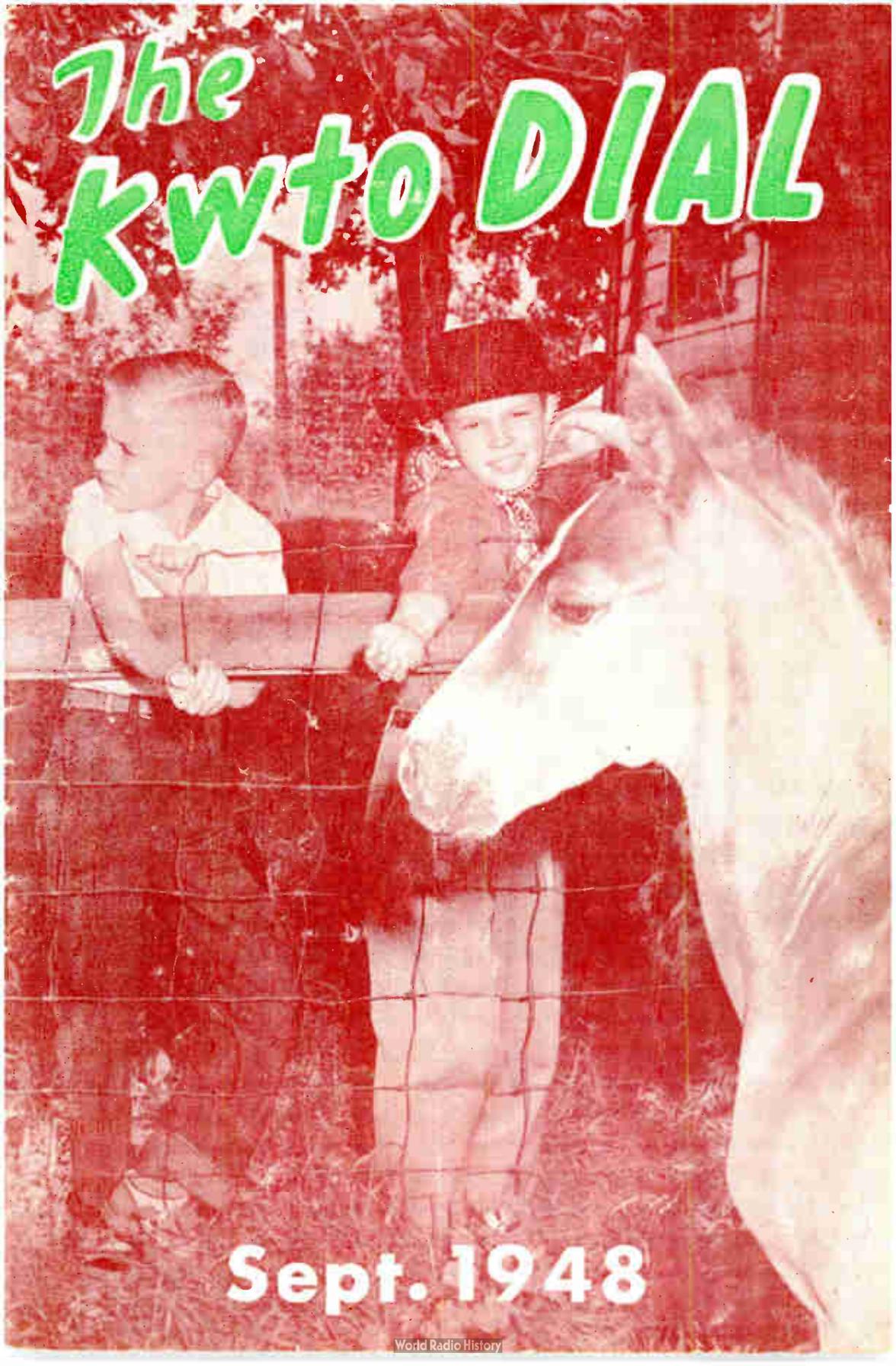


The KWTO DIAL

A vintage, sepia-toned photograph showing two children and a horse. On the left, a young boy in a light-colored shirt and dark pants leans on a wooden fence. In the center, a young girl wearing a dark hat and a patterned dress also leans on the fence, smiling. On the right, the head and neck of a light-colored horse are visible, looking towards the camera. The background shows trees and a building.

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

If the numbers 8-48 appear after your name on the address label at the top of page 20, your subscription expires with this issue. Address correspondence and renewals to Editor of The Dial, care of KWTO, Springfield, Missouri.



BABY OF THE MONTH

Our equestrian is 19-months-old Jimmy Slattery. Joe's and Mary's boy.

INSIDE AT THE STUDIO

BY THE EDITOR OF THE DIAL

Discredit **Dale Parker** with resurrection, on a recent Saturday Farm Hour, of the oldie about the lady magician — she turned into a drugstore . . . A gag as easy to get along without as **C. C. Williford's** rendition of "Sweet Little Rosebud" . . . **Benny Edmondson** is still trying to figure out how it happened that when he and **Buzz Fellows** took Benny's new out-board motor for a trial run, and ran the boat up on a drift, Benny was the only one who got his feet wet.

Selby Coffeen, who got his first fiddle, vest-pocket size, when he was five, learned to play by following his grandfather's fingers on his own instrument . . . Selby's a Michigander, but his wife, the former **Gene McCormick**, is a Missourian who lived in Republic and in Taney County for a number of years . . . **George Earle's** been a long time confessing, but **Si Siman** finally told on him. When the two families vacationed together at Ralph Foster's Kisse Mill cabin, **George** and **Dickie** loaded up everything but the parlor rug—but forgot their clothes. They waited four hours in Forsyth that night

for the bus to bring their suitcases, the bus arrived without them, and they journeyed back to meet the first one the next day . . . **Chuck Bowers** argues that any fellow who goes through life looking for something soft is practically certain to find it—if he'll only look at the top of his head.

* * *

As we go to press, the wedding of **Eileen Smith** of Eminence and **Carl Haden, Jr.**, is set for the last week in August. Eileen spent two weeks in California the first of the month, while Junior readied their new home on St. Louis St. **Mary Jane Haden's** report: "Their plans seem sort of vague, but I never saw two happier kids in my life" . . . It had to happen to **Slattery**—hiccups in the middle of a newscast. For the first five minutes he timed them to shut off his mike at the right moment, but one hiccup, a blockbuster, finally slipped out over the air. **Bill Bailey** took over not a hiccup too soon

* * *

Although **Bob White** carries a bottle of
(Continued on PAGE TWELVE)

AT ROCKAWAY

**FUN FOR ALL
ON AUG. 14TH**

Korn's-A-Krackin' night at Rockaway Beach turned out to be a KWTO weekend. The bus was packed so solidly with office staff and assorted wives, in addition to the cast, that you couldn't tell it from an overgrown sardine can.

Switchboard operator Myrtie Dean Little went along, leaving relief-plugger Jack Johnson to cross the wires. The wives of Bob White, "Doc" Martin and Buster Fellows climbed aboard; so did 'Liz Cole, Mr. and Mrs. Floyd Sullivan, Alma Jean Cain and Carolyn Hughes—a pair who played the ponies at Rockaway for a half-hour horseback jaunt and walked like Goo-Goo thinks (sideways) for the next five days. News Department's Paul Glynn drove down, with Mrs. Glynn, Mary and Joe Slattery for ballast. Although Penny Nichols isn't with the Korn act, she and her husband, Tharol, joined her parents, Mr. and Mrs. Ray Fahrer, and drove down for their first visit to that part of Taneycomo country. "They loved it!" she reported, her green eyes sparkling.

Laban "Pat" Patterson, genial operator of the Patterson Boat Line, gave everybody who wanted to go a free ride to Branson and back in his fastest Higgins cruiser, with some sharp, spray-splashing turns thrown in. Betty Hindeman, Goo-Goo, Bill Hickman, Buster and his wife and Chuck Bowers were among those who stayed for the whole weekend, and Chuck got his first lesson in surf-boarding behind a Patterson boat. Did he like it? "I got my Saturday night whippin' on Sunday afternoon, hittin' that water like a ton of humanity," he said.

Fried chicken dinners were on the house for KWTO-ers at the Taneycomo, Rockaway and Cap'n Bill Hotels, and the rainy sky cleared about 6 o'clock, promising fair weather for the open air broadcast. The promise wasn't too good, however, as fog so thick that Henry VIII couldn't have seen a wife in front of him began to rise from the lake about show time, 8 p. m. It formed a backdrop like a bandstand shell behind the floating

(Continued on PAGE FIVE)



SHORTY THOMPSON

... A HOMECOMING

If there's anywhere Shorty Thompson hasn't been seen or heard since he left the Ozarks 11 years ago, it's probably because the place was either uninhabited or 30-below in midsummer. Shorty has appeared on NBC, CBS, and Canadian networks, and shortwave to the Pacific. His Saddle-Rockin' Rhythm show, transcribed, is heard on 40 radio stations. He did more than 1400 shows for the armed forces over a six-year period, has just finished making a Columbia Picture with Charles Starrett and Smiley Burnett, has a contract for others. Under his contract with Mercury Records, his first platter will come out Nov. 1 with "Smiles Are Made Out of the Sunshine" on one side and his own "Foolish Love" on the other.

Returning to KWTO with Shorty, an Ash Grove boy, are his wife, Sue, accordionist, and Zedric Tennis, the three of them forming a trio to be heard Mon. through Fri. at 10 a. m. in place of their transcribed show, now on KWTO at the same time.

Two current KWTO staffers, Doc Martin and Bob White, were in Shorty's act when he made the movie, "Eldorado Pass."

STORK STOPS AT HESINGTONS'

Craig Charles, seven pounds, 1¼ ounces of newcomer, arrived July 30th, first child of announcer Chuck Hesington and his attractive wife.

■ OZARKOLOGY

Thank "Uncle Carl" Haden for this one: "I hear a mighty lot of complainin' about hard lots in life, but ya know what I figger? Most of the stumblin' blocks people complain about are right under their hats."

■ COVER STORY

Billy Ring, the lad on the left in our cover picture, got back from his Scout Camp vacation in time to join Charlie Haden in a visit to Lou Black's place to see the five-weeks-old-colt. She's by Mac's Golden Charmer, \$5000 palomino stud, out of Lou's light sorrel, Juda-Dare, and—the boys tell us—wild as a hillbilly rabbit. Until she's officially named for registration, Lou, Pat and her young admirers call her June-Bug.

CONTEST WINNERS

. . . TO HOLLYWOOD

Before The Dial "goes to bed" this month, we hope to have good news of seven-year-old Patricia, daughter of Mr. and Mrs. M. G. Derrickson, and five-year-old Rickey, son of Mr. and Mrs. George Prosser, Jr., local winners in the Little Miss America-All-American Boy Personality Contest over more than 300 entries. They were victorious in the Saturday morning judging at the Gillioz Theatre Aug. 14, and left the following Monday for Hollywood, accompanied by their mothers, expenses paid by the Gillioz, McElwee Studio and KWTO. There they competed for the national titles and movie contracts under Screen Children's Guild sponsorship.

Ralph McElwee returned from Hollywood the week of the 15th, where he was taking a refresher course at the Harrison Glamour School of Photography, and reported that the Guild had already made arrangements for the visitors to visit the studios, meet many stars, see the town. His receptionist, Martha Jean Gamel, is taking her vacation there and has been making the rounds with them.

(Pictures of the winners and the final judging on page 7.)

NOW AVAILABLE

. . . AL STONE'S READINGS

So many requests came in for the inspirational poems Al Stone reads on his Sunday morning Hymn Sing at 8:45 that arrangements were made to make them available. E. J. Short, Atlas Old Reliable Life Insurance Co. president and sponsor of the program, fills all requests from his office. Incidentally, Al, with Lee Stone at the organ, is also heard Monday through Friday at 10:15, with Al singing the most familiar hymns he can find, always choosing one that he hopes you'll be humming through the rest of the day.

Many of Al's Sunday readings are poems by Charles Iden of Crocker, Mo., for 30 years editor and publisher of the Crocker News. One of the loveliest, heard on the Aug. 15th program:

**To stand at dusk beside a blooming rose:
To watch the daylight fade and stars
appear;**

**To sense the truth that every day
must close;**

**to feel the deep'ning shadows
drawing near—**

**This is the soothing touch of eventide
When we may know the daily task
is done;**

**The calm relief of burdens laid aside
Beside a perfumed rose at set of sun.**

■ ALMANAC IS BACK!

A bit of history, birthday salutes to KWTO friends, a song for them, a song of the morning, your horoscope, a parting thought—that's the tidy package offered by George Earle and Goo-Goo Rutledge with their new Almanac program at 9:15 a. m. Monday through Saturday. Ralph Foster and George worked a similar show in the late 1930's, and it had many friends. The program replaces Editor of the Dial Monday through Friday. Her new spot: 4:25 p. m. through the week, 9:30 on Saturday mornings. Meditations has become a half-hour Wednesday night show, Ozarks Prayer Meetin' at 8 o'clock.

WHO ARE THEY?

... NAME THE STARS

Do you know your KWTO-ers well enough to recognize their middle names? Watch for the answers to this month's teasers in the October Dial. Answers to last month's quiz are at the bottom of this column.

1. His middle-name is Claiborne, but he uses it as sparingly as he does his watch when it's time to go off the air, becomes so absorbed in what he's talking about that he frequently runs overtime.

2. His middle name became his professional last name when he went into radio, the last field he ever expected to enter at the time he was studying for the ministry in Cincinnati.

Answers to last month's quiz: "Luke" McNeley is the Scotsman who dropped his first two names, Harry Allen. Pat Evans got a bonus of Ruth Ann, between her first name, Patricia, and her last.

AT ROCKAWAY

(Continued from PAGE THREE)

K-A-K stage, built out onto the water, and although dispelled by lights between the cast and the onlookers, it shed fine droplets on cast, programs and instruments, wilting all three. As Continuity Department's Pat Bauman said, "It took the curl out of everybody's hair but Buster Fellows."

After the program, before a crowd of more than 2500, many of whom stood up through the entire hour-long show and half-hour coast-to-coast MBS broadcast, Pat Evans, Bill Hickman, Goo-Goo and Chuck took entertainment turns at the dance pavilion while Smitty set up soft drinks—again on the house.

It was two a. m. before the bus, inching home through the fog that swelled again as it approached the Finley near Ozark, drew near Springfield. Luke McNeley peered out and called to the driver. "This is where Virge Phillips lives!" Virge, dopey with sleep, stumbled out. Not until the bus was gone did he get his bearings, find himself on Glenstone almost a mile from his home on South National.

Betty Hindeman told us that the pro-



WHO'S THE FASHION-PLATE?

Summer's silly season came along at last, offering us this pose of a well-known KWTO personality, wearing the latest thing in smart resort apparel. Note the debonair effect of the sports shirt, worn Beverly Hills style, the casual slacks at an "ivy league" or Princeton length. Just what the sartorially correct Ozarkian will be wearing to the races (cockroach), the hunt meets ('coon), the al fresco buffet supper (with ants). Who is it? See page 19. (This photograph, and the one on page 19, courtesy of the St. Louis Post-Dispatch.)

gram went smoothly with one exception: Slim Wilson should have sung "Foggy River" instead of "Deep Water."

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

Lovely September! This is the month when life starts all over for the children; when they start back to school . . . Many of them for the first time.

I think I'll never forget one thing about my first day at school. They played "Froggie in the Meadow," and they put me in for the frog. And when they put me in the middle of that ring, I broke and ran home like a wildcat. It took a little hickory oil and persuasion to get me to go back. The kids meant well, I suppose, but that's a poor stunt to spring on a kid the first day of school, with all the little boys around. I was scared of the little boys—I'm not scared any more!

Mothers, that little boy of yours starts to school this month, and only God knows the long way before him. His spirit must be disciplined, his mind must be polished, he will never again be the little boy that he was. Life now begins to chisel him and mould him to its pattern with relentless blows. He will come to know that "life is real, life is earnest." He will meet many disappointments and weep in many Gardens of Gethsemane. But through it all, he will never forget that mother who takes his little hand today and leads him to his first day of school.

I think of the great contribution the little rural schools of a bygone day have made to America. Poorly supplied schools they were — almost no equipment, scarcely warmth and shelter, but from the hills of the little rural wayside schools have come men who have moved nations to their foundations. The little Blue-Back Speller, an old painted blackboard, some worn out erasers, benches for desks, puncheon floors—ragged, dog-eared books . . . It's pitiful to think about in this day of shining equipment and every advantage that can be concocted by the mind of man. Pitiful to think that still, with these at hand, most of the schools in our great country are still too poor for them.

And so, God bless the young folks who start to school for the first time, and those who are finishing and rounding up a good education.

Free schools are a wonderful thing.

The institution of education in America is a remarkable achievement. Of course, we have a lot of illiteracy, but the school system is not to blame for that, but failure to support it. Isn't it astounding that Japan has about three times the literacy that America has? And who in the name of Sam Hill could ever learn to read and write those pig-tracks they have! If they can learn that, we should be ashamed to have even one soul in this great broad and benevolent land who cannot write his name . . .

Even the Russians, with a sky-high illiteracy rate a generation ago, have caught up with us . . . in one generation! Those poor lost souls are the property of the state from the time they are born until last rest. Literacy . . . and none of our magnificent freedoms to use it!

They tell me that schools aren't just poor and unable to do justice to our young ones in the poor parts of the country, but that even in big, glittering New York City, where so much money is spent on education, there are tumble-down tenement schools that are fire and germ traps, with no decent sanitary facilities . . . hundreds of little children crowded into airless rooms to fight for a little learning from too few teachers. At least the country school, poor though it sometimes is, can send them back out into fresh air and the life of the outdoors. Shame on America, that we don't give fuller opportunities, wealthy as we are, to so many of our future citizens.

There was an old chap down in the hills and someone said to him—"Rance, your boy Otho can't write his name. Hain't you ashamed to raise up a boy like that?"

And Uncle Rance said, "He can't? Well, maybe he won't be so handy about a-signin' his name to somethin' he ortn't—and git up thar in the pen a-workin' on a rock pile, like some of your'n!"

So—I guess there is at least one argument in favor of everything on earth, isn't there? All but our friend John Barley-corn. I've never yet heard him put forth an argument that you could tie into.

(Continued on PAGE FOURTEEN)

FLASHES IN THE PANORAMA PHOTOGRAPHS BY REUEL HAYMES



1



2



3



4



5

1. Square dancing at Rockaway: Slim, Pat Evans (back to camera), Chuck, Alma Jean Cain, Melvin Belew, Mrs. Belew, George Rhodes and Penny, with Buzz Fellows and Selby for accompaniment.
2. Missouri's "Little Miss America" and "All American Boy," Rickey Prosser and Patricia Derrickson.
3. Goo-Goo . . . and in action!
4. George Earle and Judges Mrs. William Stewart (Little Theater), Lee Steury and Larry Blanchette at children's contest finals at the Gillioz.
5. Chuck and Vesta Gamble hitch a ride in Monty Matthew's roadster.

"PERSONALS"**... A FEW FOOTNOTES**

Since power failures have hobbled a road-showing "Korn" broadcast as well as stay-at-home KWTO programs this summer, **Lennie Aleshire, Goo-Goo and Dale Parker** were able to cope with lack of power for their amplifier at the **Drury, Mo.**, picnic July 30th. Although games and concessions clattered nearby in the beautiful grove where the two-day picnic was held, "We just sang and played loud and hoped it carried," Dale said. "We never saw a nicer bunch of folks to get hoarse for, either."

Goo-Goo, Buzz Fellows, Dale and Lennie made a personal appearance at **Jane, Mo.**, the night of the 27th, and three of them, joined by **Chuck Bowers, Slim Wilson and Luke McNeley**, headed for **Osceola** the following evening. As they passed through **Bolivar**, where Slim and Buzz know everybody by the backs of their ears at 40 paces, Slim recognized undertaker **Buck Erwin** on the square. "Hey, Buck!" he called. "We'd shore eat ice cream if you'd buy ice cream!"

Erwin took the challenge head-on, hailed the boys out of their car and into a drug-store, and paid a bill for \$2.50 worth of sundaes less than 10 minutes later. How many? "Well," said Chuck, "Luke and Goo-Goo had stowed two before Erwin could start counting." Which probably accounts for the fine audience response the boys enjoyed at **Osceola**, where **K-A-K** had played less than two months before.

The same crew, with the exception of **Goo-Goo**, played two 30-minute shows at the **Stockton** fox hunt the night of August 11th, with **Luke** reporting "the best hoe-down time I've had all summer."

HONOR FOR LEE GEORGE

Jake Noel, Missouri Athletic Commissioner, has informed KWTO's sportscaster that his history of state high school basketball tournaments has been reprinted in *The Athlete*, state paper of the Missouri High Schools Athletic Association. Lee wrote the history for inclusion in the program of the tournament at **Springfield** last March.

SPORTS SPOTLIGHT**... BY LEE GEORGE**

The big league baseball picture is taking on all the aspects of a photo-finish. **Cleveland** and **Boston** are hanging onto their small leads at this writing (August 18), but the **Braves** seem to be crumbling a little under the strain. The darkhorses we picked in an earlier column, **Boston Red Sox** and **Brooklyn Dodgers**, have moved to a threatening position. However, it is the sensational **Philadelphia Athletics** that are creating the most comment.

* * *

The teams are in the stretch now—playing their last 50 games — and in the National League the word is out: "Watch the **Dodgers**." I picked them to win the National this year from their showing last year, but for awhile I wouldn't have given them a ghost of a chance. The **Yankees**, **Boston Red Sox**, **Philadelphia A's** and **Cleveland** appear slated to battle right down to the wire in the American, and my own opinion is that the team the schedule favors in the last two weeks will win the pennant.

* * *

Many stories have been told of the feats of the late **Babe Ruth** on the diamond, but a story that impresses me greatly is one concerning off-the-diamond activity. In 1934, **Babe Ruth** was being considered as manager of the **Detroit Tigers** after **Bucky Harris** had been deposed. While talking to a friend, the **Bambino** said, "If I get the job I'll get a pitcher, outfielder and catcher, and win the pennant". **Babe** didn't get the job. **Mickie Cochran** was hired instead. **Cochran**, himself an outstanding catcher, bought **Alvin Crowder**, a pitcher, from **Washington**, and "Goose" **Gosling**, an outfielder, from the same club. **Cochran** promptly piloted the **Tigers** to a pennant. Whether the **Bambino** would have purchased the same players is of course a question, but the fact that he said pitcher, catcher and outfielder (that was exactly what **Cochran** did and won a pennant with them as the "Babe" predicted), is good enough "calling the shot" for my money. **Mike Gazella**, former **Yankee** 3rd baseman, told me the story eight years ago.

THE SPOTLIGHT

GEORGE RHODES AS SEEN BY DIOGENES

If human beings wore the stamp, "Product of the Ozarks," found on many things of local origin, undoubtedly that tag would adorn the sturdy frame of Maynard George Rhodes. It would be a stamp of identification worn proudly, for no one could convince George that there is any place this side of heaven to compare with the hills of southwest Missouri.

George was born 38 years ago September 7th on a farm in Christian County, just six miles north of Ozark. With the exception of a few years spent in the West, he has lived all his life in this region. In the years that George has been on KWTO he has won a host of friends who recognize him as a genuine son of the hills.

So you can well imagine the delight of Mother and Dad Rhodes and two older sisters upon George's arrival in 1910. Dad Rhodes was a farmer, and on the farm, sons are really appreciated when it comes to 'early and late' chores. No . . . the new baby wasn't put to work immediately upon arrival, but young George grew into a sturdy lad who certainly shouldered his share of the farm work. When George was still a youngster, his thoughts, more often than not, ran to the mischief of playtime rather than the serious duties of work. Dad Rhodes sold the family farm in Christian County and moved to a larger place near Protom in Taney County. In the meantime, another brother had come along three years later.

George attended elementary school in the little red school house located near the cross-roads at Protom, and he still thinks there's nothing like the good old country school for learning the three R's. High School found George attending classes at Forsyth, and it was during these days that he discovered his favorite competitive sport, basketball. He held down the center position; records of those Forsyth teams speak for themselves.

During the summer of 1928, George decided that he would like to go to school in Gainesville and took a special vacation course. After graduation he taught in the little school near Protom, the same school that he had attended as a boy. But



teaching school wasn't for him. There was still some of the world to be seen, and a summer vacation found him visiting in St. Joseph. Then, as fall rolled around and school was due to take up, George decided that he would like to see the West, so, instead of returning to impart knowledge to the growing youngsters of Taney County, he wound up in Arizona. There he worked for about a year on a cattle ranch as "just an old cow-hand." Any impression that cow-hands aren't glamorous should be dispelled, for while George was busy punching cows, Love was punching George. Maybe it was just a small "nudge" at first, but after George met Alice Reeves the pattern was set. The hillbilly Lothario was "roped and tied." George frankly admits that if it hadn't been for his courtship of Alice, he might never have stayed in Arizona. At any rate, the wedding took place in Phoenix on December 24, 1931. A bride for Christmas!

Then the call of the hills hit George, who brought his new wife to Taney County where they spent a very happy summer with George's family. The following year they retraced their steps to Arizona where George worked for two more years, then they moved on out to California where he found a job in a

(Continued on PAGE SIXTEEN)

SCHEDULE FOR SEPT.



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.—Jam-Up and Honey (M-W-F)
 6:00 a. m.—Slim Wilson (T-Th-S)
 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.—Pleasure Parade
 9:00 a. m.—Chuck Bowers (S)
 9:15 a. m.—Today's Almanac
 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.—Ted Malone—ABC
 10:30 a. m.—Floyd Hitchcock's Scrapbook
 10:45 a. m.—Slim Wilson
 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.—Ark. Conservation Com. (S)
 11:45 a. m.—Man at Stockyards (M-T-W)
 11:45 a. m.—Penny Nichols (Th-F)
 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.—Football—ABC (S)
 1:30 p. m.—Bride and Groom—ABC
 2:00 p. m.—Judy and Jane
 2:15 p. m.—Kitchen Talks
 2:30 p. m.—Linda's First Love
 2:45 p. m.—Ladies Be Seated—ABC
 3:00 p. m.—Melody Time
 3:15 p. m.—Meal of the Day
 3:20 p. m.—Hayloft Frolic
 3:30 p. m.—Telephone Quiz (M-W-F)
 3:30 p. m.—Chuck Bowers (T-Th)
 3:45 p. m.—Cornfield Follies
 4:00 p. m.—Newscast
 4:15 p. m.—Markets

4:25 p. m.—Do You Know?
 4:30 p. m.—Weatherman Williford
 4:35 p. m.—Ozark Newsettes
 4:45 p. m.—Haden Family
 4:45 p. m.—Decision Now (S)
 5:00 p. m.—Haden Family
 5:15 p. m.—Voice of the Army (S)
 5:25 p. m.—Animal World Court
 5:30 p. m.—Jack Armstrong & Sky King
 5:30 p. m.—Man on the Farm (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.—Spotlight on Industry (Th)
 6:45 p. m.—Guest Star (Th)

MONDAY NIGHT

7:00 p. m.—It Pays to Listen
 7:30 p. m.—Get Rich Quick—ABC
 8:00 p. m.—Jimmy Blaine's Place—ABC
 8:30 p. m.—Boy's Club
 8:45 p. m.—O'Reilly Veterans' Show
 9:00 p. m.—Arthur Gaeth—ABC
 9:15 p. m.—Earl Godwin—ABC
 9:30 p. m.—String Orchestra—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.—Symphony Concert—ABC
 9:30 p. m.—What Do People Think?—ABC
 9:45 p. m.—Summer Serenade—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.—Here's to Veterans
 7:15 p. m.—Excursions in Science
 7:30 p. m.—On Stage America—ABC
 8:00 p. m.—Ozarks Prayer Meetin'
 8:30 p. m.—Groucho Marx—ABC
 9:00 p. m.—Texaco Star Theatre—ABC
 9:30 p. m.—On Trial—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.—Conservation Forum
 8:00 p. m.—Child's World—ABC
 8:30 p. m.—Candid Microphone—ABC
 9:30 p. m.—Dance Band—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.—Johnny Fletcher—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.—Musically Yours
 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.—Drury Quarter Hour
 1:30 p. m.—Mr. President—ABC
 2:00 p. m.—This Changing World—ABC
 2:15 p. m.—Sam Pettengill—ABC
 2:30 p. m.—Sermons in Song
 3:00 p. m.—Thinking Allowed—ABC
 3:15 p. m.—Johnny Thompson—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 Headlines—ABC
 5:30 p. m.—Greatest Story—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Personal Autograph—ABC
 7:30 p. m.—To Be Announced
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Louella Parsons—ABC
 8:30 p. m.—Theater Guild—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—We Care—ABC
 10:00 p. m.—Revival Hour
 11:00 p. m.—News, Orchestra—ABC

INQUIRING REPORTER

Violet Gamble Morton: Do you plan to vote a straight party ticket or a split ticket in the November election?

Rev. Hitchcock: I imagine I'll vote a split ticket based upon my opinion of the individual candidate, rather than upon a straight party basis.

Slim Wilson: I guess I'll vote a straight ticket as per usual. Which? Listen, I want to stay in radio!

Leonard Rader: Being an independent, I plan to vote for the best candidates even if they happen to be on opposite tickets.

Bill Ring: Well, I don't know. I'll have to investigate both tickets a little more closely before I decide.

Floyd Sullivan: I'll vote a split ticket. I never voted a straight ticket in my life.

Editor of The Dial: Sully and I are on the same team. I've always believed that ticket-splitting makes for better government just as comparative shopping makes for wise spending. In "solid" districts it may not make much difference, but in highly competitive districts, a healthy habit of ticket-splitting forces each party to put up the best men available.



NEW SINGING STAR

Her name, Penny Nichols, may jingle like small change, but she's got a big-time manner before the mike. Penny just wandered into KWTO one day after her husband, Tharol Nichols, arrived in Springfield to work as a Red Rock Cola distributor, said she'd like a tryout. Lou Black had her on the air pronto.

OUT OF THE FILES

Six Years Ago This Month

Bob White featured in the spotlight . . . Bill Ring accepts position with NBC in Chicago . . . Little Crossroads Store returns to the air.

Five Years Ago This Month

Red Belcher makes his KWTO debut (now in Fairmont, W. Va.) . . . Zig and Patsy Dillon in the spotlight (Zig here in Springfield, Patsy in Sedalia) . . . Mike Dosch buys his 11th new accordion (now in Strasburg, N. Dakota) . . . Staff Sergeant Fred Rains home on furlough from Ft. Randolph.

Four Years Ago This Month

Slim Wilson returns to staff by permission of his doctor . . . Ozark Red in the spotlight (now in San Francisco, Cal.).

Three Years Ago This Month

Bob Morrison joins announcing staff (now with another local radio station) . . . Korn's-A-Krackin' opens in the Shrine Mosque, with Champion Square Dance Contest added to Korn's-A-Krackin' feature.

Two Years Ago This Month

Jim West returns to KWTO (now in Siloam Springs, Ark.) . . . Smokey Lohman in the spotlight (now in Warrensburg, Mo.) . . . Walt Clarke leaves for position as Assistant Professor at Kent State University in Kent, Ohio.

One Year Ago This Month

Pete Cassell joins staff (now in Arlington, Va.) . . . Leslie Kennon, Assistant Manager, in the spotlight.

INSIDE AT THE STUDIO

(Continued from PAGE TWO)

Air-Wick on Korn's-A-Krackin' trips for the express purpose of deodorizing Dale Parker's puns, even that superb whiff-blitz was ineffective on the Eureka Springs trip. When the bus had serpentine over winding roads as far as a sign that said, "Next Ten Miles Crooked, Steep and Dangerous," a small voice piped from the rear: "When you come to a dale, park'er!" When they arrived at Eureka, Dale looked solemnly about at the Swiss-flavored terrain and stagewhispered to **Betty Hindeman**: "Funniest thing. They seem like nice people, but nobody's on the level!" . . . And after the broadcast: "Only place I ever saw where they build the basements on the second floor."

* * *

K-A-K practically hand-packed Eureka's Municipal Auditorium, and the crowd warmed up fast, especially to **Flash and Whistler** on "How Soon" and the **Matthews Brothers** on "Shadrach" and "Gonna Raise a Ruckus Tonight" . . . The quartet will carry on, despite **Jack's** plans to return to his ministerial studies in Oklahoma this fall . . . Strange irony in **Kenneth Aleshire's** accident. **Lennie's** son caught his left hand in a power saw Aug. 9th, and although it was painfully mangled, no fingers were lost. Lennie lost three fingers on his left hand some years ago . . . **Bill Bailey**, house-hunting and haunting for more than a month, just shakes his head when he sees **Shorty Thompson**, now on the prowl for quarters for himself, **Sue** and the cat.

A GRAND VACATION FOR THE MELVIN BELEWS OF TEXAS

Korn's-A-Krackin's "adopted" family, the Melvin Belews of McKinney, Tex., fell smack-dab in love with the Ozarks, and the hill country was just as charmed with them. They were treated royally from the moment of arrival—greetings in person from Mayor Barbarick at the airport, a trip to the Kentwood Arms Hotel in a Lincoln phaeton with motorcycle escort, dinner in the beautiful Crystal Room with Joe and Mary Slattery that first evening.

They enjoyed boating, swimming and fishing with their lake-front cabin at Rockaway a base of operations, and 60

fine fish was the haul when Belew took a Jim Owens float trip the 5th and 6th with Si Siman, from Kimberling Bridge to Branson. The town of Eureka Springs and the Crescent Hotel gave them the finest example of Arkansas hospitality the 7th, to be followed by open-arms treatment from the Arkansas Game and Fish Commission's Tom Mull., their host at Norfolk Lake the next few days with Bill Ring along as "guide."

It all goes to prove, as Bill observed, that Hillosophers are fine people, whether they're hillbillies or Texas plainsmen.



COME RIGHT IN! A NEW SERIES ON THE STARS' HOMES

"It's just like a doll house! Everything is so compact, so cozy, so perfectly planned, it would be a joy to keep and to live in!"

That's Betty Hindeman's description of the homey, five-room house at 1008 South National occupied by Virge and Leona Phillips, Virge's mother, Mrs. Eva Phillips, and "Blackie," the registered cocker spaniel who really rules the roost. Since Virge bought the property two years ago, Betty, Program Dep't. assistant and Korn's-A-Krackin' scripteuse, has been a frequent visitor. She admits to having been lured there not only by the charm of the place, but by Leona's rolls and pies, and steaks and hamburgers cooked on the outdoor grill in the shade of a tall cedar. Leona—"Tommy" to the family—was manager of a large Springfield fountain for 14 years, is just about the most efficient thing in a kitchen since the invention of the mixer-master.

Lattice fencing tides the broad lawn of the KWTO musical director's home along the back and one side. Evergreens and flower boxes overflowing with old-fashioned planting — geraniums, petunias—thrive in the shade of fine maples on the front lawn. There are hardwood floors throughout, an automatic gas furnace, and a kitchen that is a miracle of space-saving. "Almost like an aisle," Virge describes it, "with shelving, ice box, range,

all storage space built right into the walls."

The living room color scheme combines the warm wine of overstuffed pieces with a powder blue rug, an off-white shag rug under the coffee table matching the walls. Swag draperies are powder blue with a small, wine-colored floral figure. The wine tones are repeated in a pair of coal oil lamps, converted to electricity, with old-fashioned rose-flowered opaque globes and base.

A distinguishing feature of the house: Small flowering plants and vines grow everywhere, in fascinating containers—milk glass "shoes," open-mouthed frogs, pottery animals and pieces of antique glass and china—lending a freshness to the whole atmosphere.

Versatile Virge is currently heard on Ozark Pals at 5 a. m., RFD Roundup at 6:15, with the Homesteads at 7 and on K-A-K Saturday nights.

NO CORNER-CUTTING

Three or four cheers for Floyd Sullivan, writer of Hillosophy, for passing along this epigram: "I wish more people would realize that if they want pleasant things to turn up in life, they've got to keep the corners of their mouths aimed that way too!"

'LOOKIN' AT YOU

. . . . BY SULLY

The KWTO News Department, which over a period of several years has reported many different types of railroad wrecks, encountered something new in that line recently. At a Springfield amusement park, a miniature train was wrecked, injuring five passengers—none seriously. One of the cars left the track on a curve and crashed into a tree. There was nothing unusual about the accident, except that it was the first toy train wreck ever to be reported by this news department.

* * *

KWTO News Reporter Paul Glynn received an unusual phone call during the recent heavy rains in the Springfield area. A woman who resides in the Northwest section of the city called the KWTO News Room to report several lawns in that part of town were flooded. She wanted us to send a reporter right out to cover the story, but she also insisted that we send a photographer to obtain pictures of the flood. Reporter Glynn informed the excited woman that we would gladly broadcast the news story, but the photographs would have to await television.

* * *

Perhaps you attached little significance to the primary election news service you received over KWTO on the night of August 3rd. However, it might be interesting to know that it required a total of fourteen men and women, working in the news room, studios, control room, transmitter, switchboard and courthouse, to bring KWTO listeners complete and accurate coverage of the election.

* * *

KWTO News Reporter Fred Rains is the proud owner of a new Oldsmobile and rapidly is becoming something of an authority on seldom-traveled Ozark Trails.

* * *

Bill Chatham, member of the KWTO News Department, recently returned from a two-weeks vacation in New York City. He has not yet talked for publication, but we have noticed him in huddles with Fred Rains, who provided Bill with a list of Manhattan telephone numbers.

HEARTBEATS

(Continued from PAGE SIX)

I'm glad we are an up-to-date America, but I wish we were not quite so fast an America. I was husking roasting ears today and I remembered with a start that really, I had gone to a few husking bees when I was a youngster. Many of you who read this wouldn't know what a husking bee was. You husked corn (or "shucked" it as they called it) with a boy, and if he found a red ear he could kiss you! The old things—the old picnics, the play-parties, the log rollings, even the oldtime meetings and funerals. Now we live in a fast and flying age where you don't have time to even look over your shoulder and see if the "bad man's a-comin'," as we used to say.

Speaking of hurrying things along in this up and comin' age, I was reading about a woman in church. When the congregation read in unison as they always do, it was her custom to keep about a dozen words ahead of everybody else. She said she "hated a draggin' Script'er." So, one Sunday morning the congregation read the Twenty-third Psalm in unison. When they got home, a stranger who was at church said, "Who was the lady who was already 'by the still waters,' while the rest of us were 'lying down in green pastures?'"

And so, time moves on and a lot of people are two toots ahead of things all the time and a lot of us have to move to keep three jumps ahead of the sheriff, ourselves!

But, thank God, we have a kind America—and I do not think that all the old-time neighborliness and good heartedness has vanished by any means. Do you remember reading about five years ago about a little humming bird from a warm tropical country getting shipped here in the dead of winter, by the merest accident, in some flowers or some import? The little bird was found by the packers and was kept indoors so it wouldn't freeze. They didn't know what to do with the frightened thing—or how to feed it. The news got into the papers and a great

(Continued on PAGE EIGHTEEN)

HOMEKEEPERS CORNER WE INTRODUCE BEULAH KARNEY



Beulah Karney's brief, breezy Meal-of-the-Day program, heard at 3:15 Mon., Wed. and Fri., is such good listening that The Dial decided to ask her for a contribution to this column. She promptly sent a recipe for cookies, a suggestion for an old-fashioned dinner, and the following information about herself: Along with transcribing her program for KC Baking Powder, she is Food Editor of Liberty Magazine, stars as Home Economist on a Saturday a. m. ABC program heard on 210 stations, has edited food columns for 150 metropolitan papers, has received as many as 1/4 million letters in nine months.

These perfect go-togethers are her menu suggestion for fall: roast shoulder of veal; scalloped potatoes; applesauce, tinted pink with cinnamon candy and served in boats made by halving, scooping out and "pinking" lemons; graham drop muffins; toasted oatmeal cookies and ice cream.

My Mother's Wonderful Oatmeal Cookies:

Sprinkle 1 1/2 cups regular oatmeal in a large shallow pan and brown lightly under broiler. Place in bowl, add 1/3 cup sour milk, let stand five minutes. Meanwhile, cream 3/4 cup shortening with 2 cups brown sugar. Add 2 eggs, 1 teaspoon vanilla, beat thoroughly. Then add 2 1/2 cups sifted cake flour mixed with 1 teaspoon baking powder (she uses K C),

1 teaspoon each of cloves, cinnamon, nutmeg, soda and salt. Blend thoroughly, add oatmeal mixture, and 1 cup seedless finely cut dates or raisins, 1 cup chopped nuts. Drop from spoon on greased baking sheet. Bake in 375 F. oven for 15 minutes. Makes six dozen cookies.

SLEEP ON, RUTLEDGE!

. . . P. S.: HE DID

The contest between Goo-Goo and Slim to see who dodges the most night driving duty coming home from personal appearances is almost as hot as the "Little Olympics"—bus-ride card games to pick the Korn's-A-Krackin' pitch champion. Thanks to the turn of events on the way back from Mountain Home, Mo., the night of August 3rd, Goo-Goo is currently kingpin in both leagues.

Selby Coffeen, Dale Parker and Chuck Bowers were the others on the trip to Mountain Home to play a VFW show at the Baxter Theater, and the boys went down in "Coffee's" car. Slim had done his share of driving on the way, so, when they arrived at Ava on the return trip, Selby stopped the car to turn the wheel over to Goo-Goo while Slim assumed the smug expression of a cat full of cream.

To appreciate this story, pause to picture Selby, not much taller than green oats in a drouth. Goo-Goo took the driver's seat, started the car, then turned off the ignition. "Boys," he said, "I can't make it!"

Slim was immediately suspicious. "Now what?" he asked.

"Road's too crooked."

"What do you mean?"

"Look," said Goo-Goo. "I can't turn the wheel! The seat's too far up!"

Not only was Goo-Goo's paunch too prominent to permit navigation except on a straightaway, but—you guessed it—the seat adjustment was broken and no more room could be made.

That's right. Goo-Goo slept. Skinny Slim, grinding his teeth, drove home.

The Spotlight

(Continued from PAGE NINE)

Chevrolet assembling plant. The job lasted until the war closed the plant. George had worked in the assemblage only to obtain funds for a dream farm back home. The years of work in California had been sufficient for the Rhodes family to save enough to acquire just the place, the 40-acre farm southeast of Springfield where they now make their home.

George Rhodes's modesty goes deeper than a well on a mountain. When he talks about the improvements he's made on his home he's inclined to minimize, but they are really outstanding. For example, there's the barn which he built single-handed; the poultry house he built. His home was already there, but it's been modernized, and with Alice and George working together it's a home of which anyone would be proud. Besides the yearly crops, George keeps milk stock, horses and chickens. He handles the farm single-handed and finds time to bring you listeners his pleasing songs an hour and fifteen minutes a day and make appearance on KWTO's weekly broadcast of "Korn's-A-Krackin'." You'll want to listen for George with the Ozark Pals each morning, 5-5:30, and with the Home-steaders from 7-7:15 a. m. Afternoon listeners enjoy George's songs on the Hay-loft Frolic Program each weekday afternoon, 3:00 to 3:30. This history wouldn't be complete without mention of his early love of music. His musical career started at the old family organ, around which everyone gathered to sing favorite old songs, with George as accompanist. It was not until after George was married and living in California that he felt the urge to play the guitar and mandolin, but he learned them easily, having played piano and organ. Music goes deep with him, as does his devotion to his one son, Billy Rose, now seven years old. In fact, everything goes pretty deep with George, explaining his reliability, his sincerity, his quiet, courteous manner, and his rating at the top, when it comes to friendship, by all who know him well.

YOUR STARLORE

BY OPAL PORTER

For those who were born between August 24th and September 23rd, the stars give promise of much happiness the coming year, together with added responsibilities. Saturn, who always makes us toe the mark, moves into Virgo, their Sun Sign, on September 18th for a lengthy stay. He will help them keep their feet on terra firma, even though their heads be in the clouds. He'll be the senior partner while in this zone.

However, the Saturn trine to Jupiter in Virgo's 5th House of love and pleasure, after November 15th, is equivalent to a "go ahead" instead of a "stop, look and listen" signal. Jupiter in the "playhouse" of any horoscope is conducive to added joy—sometimes in the shape of a (new) girl or boy. Virgo's own take warning! Neptune in their money house square to Jupiter, money planet, may play hide and seek with the elusive stuff, presenting a case of "here-it-is . . . no, there it goes!"

The grand trine forming in the earth signs in late 1948 should bring an element of good luck to all earth sign people the coming year.

Virgo people really are more mental than physical, since they are ruled by Mercury, mind planet, both in their personal and career houses. They are often talented in many ways, being as clever with their hands as with their mental equipment. The Virgo surgeon is unexcelled. The Army and Navy come under this Virgo-Mercury rulership; so did the late John J. Pershing. It is an extremely versatile sign. Greta Garbo is another who was born under this double Mercury influence. (So also is Monty Matthews.) Happy birthday!

BOWERS FAN CLUB

Marie Stauffer, Jamestown, Mo., is president of the first Chuck Bowers Fan Club, with membership entitling joiners to a picture of him and—when things really get underway — four issues of a club journal. "We're very proud of the club," she writes *The Dial*, "in honor of a grand boy." (Not to mention a handsome one.)

PORTSIDE PATTTER

GEORGE EARLE STUDIES
KWTO FAMILY FOIBLES

It might be interesting to mention in this month's column a few of the "doodle-bugs," or unconscious habits of some of the KWTO family whom you hear on the air or read about in this magazine.

For instance, **Clyde "Slim Pickin's" Wilson**, when nervous or upset, blinks his eyes repeatedly, and wrinkles his forehead. **Dale Parker** keeps a cigar in his mouth when not broadcasting, rolls it from side to side, when idle, stands with hands in hip pockets. **Floyd "Goo-Goo" Rutledge** holds his cigarette between last two fingers on right hand, even when playing his guitar. This, of course, is due to his having to hold guitar pick between thumb and index fingers. Goo-Goo never stands when he can find something to sit on strong enough to hold his two hundred-odd pounds.

When singing, the **Matthews Brothers** have rhythmic mannerisms that are noteworthy. "Matt" closes his eyes and shakes his left leg, **Bill** nods his head, **Jack** slaps his thigh and **Monty** pats his foot. **Bill Hickman**, at the piano, wrinkles his nose rabbit-fashion when making an intricate run, and sucks a deep breath of air between his teeth.

Chuck Bowers rolls his eyes ceilingward when singing; **Bob White** chews gum assiduously. **Selby Coffeen** glances slyly toward the studio audience when doing a difficult fiddle rendition.

Lou Black's mannerism is traced to the days when he was a semi-pro baseball catcher. Lou still runs the fingers of his right hand across his tongue. Many catchers do this just after the pitcher releases the ball to hold the catch in their gloves. Lou also shoves his hat back, very much as the catcher pushes his mask back when going after a foul flyball.

We noticed, at the announcer's desk, **Joe Slattery** shakes his head to emphasize his words. **Bill Bailey** unconsciously rubs the back of his head in downward motion. **Jim "Swing" Lowe** taps a cigarette on his chin to pack down the tobacco before lighting it.

Al Stone and **Virgil Phillips** have similar idiosyncracies. Al, when talking, licks his lips, while Virgil pokes his

tongue out the right corner of his mouth. When working at his desk, **Bill Ring** often leaves a cigarette dangling from one corner of his mouth till the smoke nearly blinds him. **Ralph Foster** likes to sit at his desk, when thinking, or when conversing with friends, and keep a paperweight perpetually turning in his right hand. The paperweight, incidentally, it's the shape of a small, gray tomahawk stone, one of Mr. Foster's many Indian relics.

Leslie Kennon can't sit still long. He's forever on the move. A noticeable habit: going out for coffee, taking about two sips, and leaving the rest.

Floyd "Sully" Sullivan is a doodler, especially when telling a story while seated at his desk. Sully will draw straight and diagonal lines on note paper and look steadily at an object high on the wall. **Fred Rains** of the News Room arches one eyebrow and lifts his shoulder blades when talking. Engineer **Fritz Bauer** pinches upper lip with thumb and forefinger and caresses his mustache when deep in thought.

Me? Pardon the blushing, but when nervous, or absorbed in a moving picture, I chew my cuticles and even bite my lip. Yeah, and I giggle when I think I've said something cute, or something I shouldn't have said. I wish to heck I'd grow up!

MEDITATIONS

. . . BY MATT MATTHEWS

From an old scrap-book: "We talk of little things. Do you know what 'little' means? Chemists tell us that a single grain of iodine will give its color to seven-thousand times its weight of water, and a single grain of musk will perfume a vase for centuries! And can you tell me how long the influence of a little word, a little deed, spoken or done in the Master's Spirit, will remain and be a living power to those who saw or heard it? Oh, the little things of life! How powerful they are! How abiding their influence for evil and for good! The little acts, how much they can adorn the doctrine of God, our Savior. They show its strength and bring out its beauty."

THE SPONSOR'S CORNER

Two new novelty shows you'll enjoy are Jam-up and Honey's disk jockey program for Chattanooga Medicine Co., to be heard Mon., Wed and Fri., 6 to 6:15 a. m., beginning Sept. 13th . . . The Blackwood Brothers' Quartet, harmonizing for Dwarfies and Diatrim every Mon. through Fri. from 3 to 3:15 p. m. since mid-August . . . The Castle Cleaners sponsors the Hadens at 5:15 Tues. and Thurs.

Tennessee Nurseries signed for sponsorship of the Matthews Brothers at 7:45 a. m. Mon. through Fri. beginning Sept. 13 . . . Slim Wilson's old five-minute morning spot for Beiderman's has been expanded to 15 minutes Mon. through Fri. and moved to 10:45 a. m. . . . Carl Haden continues as "Man at the Stockyards" for Lipscomb's, Mon., Tues. and Wed. at 11:45 a. m., with Penny Nichols, new singing sensation, representing the grain and feed firm over KWTO Thurs. and Fri. at the same time. She is "backed up" by four KWTO staffers including Chuck Bowers and Dale Parker.

The Rev. Floyd Hitchcock's Saturday Scrapbook is now heard at 10:30 a. m.

Jack Armstrong and Sky King, sponsored by General Mills and Derby Foods respectively, return on Sept. 6 and 7 at the old time, 5:30 p. m. Mon through Fri. . . . Smith Bros. sponsorship of a 15-minute portion of the Sunday night give-away sensation, Stop the Music, begins Sept. 5 . . . Eversharp takes over the 6:15 period of the same program Sept. 19.

Sun. night Sept. 12 brings back Goodyear's Greatest Story Ever Told and U. S. Steel's Theater Guild of the Air at 5:30 and 8:30 p. m. respectively . . . Gillette-sponsored prize fights return to their old time, 9 to 10 p. m., Sept. 10.

Beltone Hearing Aid started a Tues. through Sat. spot schedule Sept. 1 . . . Slim Wilson sings again for Nutrena at 7:15 a. m. Mon., Wed. and Fri. . . . Edith Hansen's Kitchen Talks at 2:15 p. m. are now sponsored exclusively by Perfex . . . A full schedule of spot announcements for American-Burlington Bus Lines starts Sept. 13. . . . "Visit St. Louis" spots start Sept. 17 . . . The Kaiser-Frazer spot schedule started Aug. 19 . . . Malt-o-Meal is back 15 Sept. 13.

PERCY'S COMPETITION

That roving-eyed character on the Meek Lumber Co. program, Percy, isn't the only member of the KWTO family with madcap plumage. (And we're not talking about Buzz Fellows' ties.) May Kennedy McCord, whose fine Janss Lumber Co. program is heard at 8:30 Sunday mornings, has two love birds, "Lovey" and "Dovey", and their lives are fraught, says May, with frustration. Lovey lays an egg every few months. Dovey swells with pride and coos to the egg. Lovey sits and sits. But the egg never hatches. "Oh, well," says May, "what good is one egg anyway? Lovebirds are supposed to come in pairs."

HEARTBEATS

(Continued from PAGE FOURTEEN)

airline company took the little humming bird and boxed it carefully and gave it precious space on a plane and took it along to warm and sunny Honolulu and turned it loose. People have hearts!

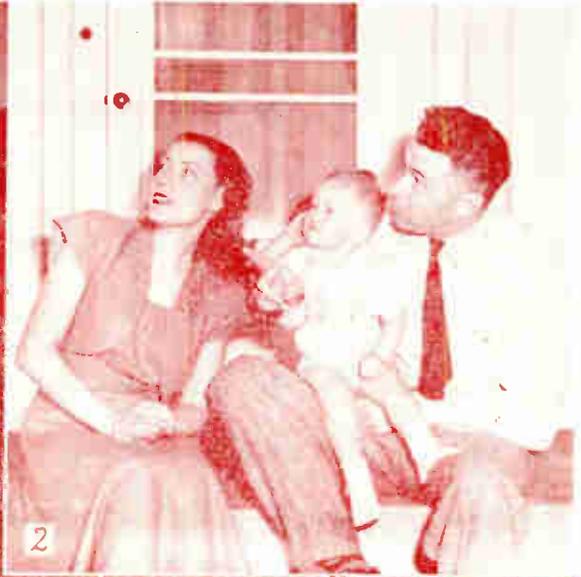
And do you remember in July, 1944, when the old and blind 'coon dog' of a little patch farmer near Monterey, Mo., at the foot of Tom Sauk Mountain, got himself trapped in a cave? For ten days and nights neighbors came from everywhere and worked and dug to get him out. They blasted 18 feet of solid wall of limestone through the side of the cave, not using the front for fear it would fall in on him. The old dog, with only two teeth in his head, whimpered at the bottom of the 30 foot cave. That was up in Jake Light's hill country. Old Jake said, "He ain't worth a cent, he's so old, but I can't stand to hear him keep cryin' down there."

Jake's wife stayed up all night making coffee for the men who worked, and people for twenty miles came to help. And they finally rescued the old hound, cold and nerly starved, blind and bewildered. The Ozarker loves his hound. It's born in his blood.

"Makes no difference if he is a houn'
They gotta quit kickin' my dawg
around!"

Goodbye — and keep sweet until we meet again—

MAY



1. Front view of the stylish character on page five turns out to be C. C. Williford, dancing at Dave Roberts' Barefoot Club at Rockaway with Dorothy Hall.
 2. Dickie, Rickie and George Earle scan the elm tree for Percy.
 3. From left: Mrs. Eelew, Leslie Kennon, Melvin Belew and Mayor Otis Barbarick of Springfield. Assistant General Man-

ager Kennon represented KWTO and the Mayor represented the Ozarks in greeting the Korn's-A-Krackin' Contest winner at Springfield Municipal Airport. Foreground: Terry and Larry Belew.
 4. If Williford hasn't proved it, Ralph Foster will: The silly season has arrived at last. Foster tries to hoist one morning's catch in Minnesota—45 wall-eyed pike.

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OFF THE CUFF

A GLIMPSE OF KWIO BEHIND THE SCENES

For eight long months The Dial has been saving Reuel Haymes' beautiful winter-scape of **Slim Wilson** and his son, **John Wesley**, doing January chores at sundown. It was the weather that fooled us. We intended to run this story picture after the "dog days" that finally came. So here it is, to be pored over if September produces more of the wearisome warmth we were spared until Aug. 20th . . . Every time we called Slim to find out what he was doing on his vacation, **Ada's** mother answered the phone with, "He's out at the barn" . . . All summer long has been "Indian Summer" for John Wesley, who "struck a feather in his cap," built a wig-wam according to plans he found in a farm magazine, whittled a bow and arrows, and killed three rabbits with them. * * *

Other vacationers were **Monty Mathews**, **Bill** and **Waneta** and the boys' mother, **Mrs. A. Z. Mathews**. While **Waneta** and young **Rickie** visited her parents in north-east Missouri, the rest of them explored Chicago, visited radio stations, were Breakfast Club guests on the morning that **Don McNeill** was given the world's largest

bag of popcorn. "I could smell it on the 30th row," said **Monty**, hungrily. * * *

It was busman's holiday for President and General Manager **Ralph Foster**, Radiozark's **E. E. Siman, Jr.**, and Program Director **Bill Ring** when they spent Aug. 16th and 17th at the regional convention of the National Association of Broadcasters . . . Foster had put in the previous week in Washington, D. C., a week before that fishing in Michigan . . . **Les Kennon**, assistant general manager, came back from his Colorado junket to the Los Pinos River, high in the mountains on the New Mexican border, to take on a work load that would stagger strongman **Sandow**. Les and Ruth were more than 50 miles from electric lights and bathtubs . . . "How did you like roughing it?" **Goo-Goo Rutledge** asked Les. Kennon looked at the wagonload of work on his desk, the spot where **Secretary 'Liz Cole** would have been if she weren't ailing, the three people waiting in the lobby to see him, and shook his head until his ears rattled. "When," he asked in bewilderment, "did I stop?"