

# The KWTO DIAL



FEBRUARY  
1949

560  
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KWTO

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# THE DIAL

Vol. VIII

No. 7

\$1 per year

10c per copy

Paid circulation of the January issue as of January 19th: 13,532, notarized.

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 2-49 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. Readers' suggestions about The Dial, and their requests for specific pictures or information, are always welcomed.



## ★ BABY OF THE MONTH

The tree was fascinating, its trimming glamorous and the presents fun to rattle, but the most exciting thing about Christmas to Richard Gene Matthews was the photographer's flash bulbs. He plays with one and waits for another to go "boom" in this picture. Rickie is the year-old son of Bill and Waneta Matthews.



## ★ FEEDING TIME? NO — JUST A FAMILIAR FARM HOUR TRIO

They don't come any "hillbillier" than these three harmony-crowders, Buster Fellows, Slim Wilson and George Rhodes, whom you frequently hear on KWTO at 11 a. m. All of them were born within 40 miles of Springfield, learned to play and sing home-

spun songs in babyhood. George and Buster have their own 3:30 show; George and Slim team with Aunt Martha and Junior to form the Goodwill Family, heard Tuesday night on Korn's-A-Krackin' and on a number of daytime programs. (See story on page 3.)

## GOODWILL FAMILY

### FAMOUS KWTO ACT RETURNS TO AIR

If you have an elastic memory that will stretch back 16 years without snapping, and if you've stayed in the hill country and been a radio fan most of that time, then you'll recall organization of the Goodwill Family in 1933. And you'll also understand why the return of the Goodwill Family to KWTO after a year away from Ozarks ozone is being greeted with cheers and floods of mail from Clinton to Yellville. For the hymns and hillbilly harmonies of Aunt Martha, her brother, Slim "Pickens" Wilson, her son, Junior Haworth, and George Rhodes, passed the point of being just a radio show. They were practically an institution in these parts.

Junior, who couldn't reach the microphone without an assist from a soap box when he first started with the KWTO management, left 50,000-watt station WHO, Des Moines, to come back to Springfield and join the act again. Aunt Martha has spent the past year "discovering," as she put it, "what it's like not to get up at 4 a. m. every morning." She enjoyed both rest and idleness for a time, but finally, a couple of months ago, decided to go back into the restaurant business—for the sixth time. She took over and remodeled the Trail Cafe on North Boonville, opposite the courthouse, and spent most of her daytime hours in the kitchen and behind the counter, except for an occasional guest appearance on KWTO, with Slim, when Junior happened to be home for a day or so. They shared the mike with him on Korn's-A-Krackin' the night of Jan. 6th, and again on his 7:15 program the following morning.

Except for Slim's brief absences from the Ozarks, his experimental flings with radio in Kansas City, Omaha and Iowa, the Goodwill Family remained a fairly steady KWTO feature for many years, dating from Slim's first radio job in 1932, as fresh from the farm as a day-old egg. Junior, like "Uncle Slim," wanted to try his luck elsewhere, and moved his charming wife and children to Des Moines some months ago with every intention of staying. His telegram to Talent Chief Lou Black, agreeing to return, was received Jan. 19th.

The Goodwill Family is heard on Korn's-A-Krackin' Tuesday nights at 9 p. m.; at 6:30 a. m. and 4:45 p. m. Mon. through Fri. for Sunway Vitamins, at 6:45 a. m. Mon. Wed. and Fri. for Busy Bee, and at 10 a. m. those same days for Lipscomb's.

## SPONSORS' CORNER

### . . . SCHEDULE CHANGES

You'll find many innovations in the KWTO program schedule on pages 14 and 15, and this listing will serve as a guide to some of them:

Both Korn's-A-Krackin' and the Grape Nuts man, Prof. Quiz, have moved to Tuesday night, 9 and 9:30 p. m. respectively . . . Barton's Dyanshine has bought Saddle Rockin' Rhythm (Shorty and Sue Thompson, Zed, Doc, Bob White) at 10 a. m. Tues. and Thurs. and 9:30 Sat. morning.

Robin Hood Flour's Blue Ridge combination, Lulu Belle and Scottie, has moved to 6:45 a. m. Tues., Thurs. and Sat., alternating with Busy Bee's Goodwill Family program.

. . . Chuck Bowers has another program in addition to his Staley Milling Co. show at 8 a. m. His new show at 5 p. m. Mon. through Fri., with Goo-Goo, Doc and Zed for ballast, features a shut-in club. Bel-Tone Hearing Aid is the Mon., Wed. and Fri. sponsor, Corona Nursery the sponsor on Tues., Thurs. and Sat.

A five-minute Neosho Nurseries show with George and Buster is in the 9:15 a. m. spot, followed by Beulah Nunn's "Woman's World," sponsored by Neff-Petterson's, Mon., Wed. and Fri. for a 10-minute period. . . . Dial and KWTO program news will be presented by Bill Bailey at 9:20 Tues. and Thurs. and 10:30 Sat., replacing the 4:25 p. m. Do You Know program and the 9:30 Sat. Dialing the Editor show.

New spot announcement schedules on KWTO have been contracted for by American Buslines, Griffin's Shoe Polishes, Skinner's Macaroni, Eagle Lye, Old Nick's Seed Co., Surf Soap Powder, Bluebonnet Margarine.

### ★ COVER STORY

Do you remember when Floyd "Goo-Goo" Rutledge was star performer in the Dial Spotlight column a number of months ago? That biography told of bachelor Goo-Goo's fondness for children; his wishful wish that he might someday have a few of his own. Remembering that wish, Dial Photographer Reuel Haymes performed some picture-taking hocus-pocus to create a little Goo-Goo and a middle-sized Goo-Goo to set alongside the great, big, dressed-up Goo-Goo who dominates our February cover. The whole thing reminds Goo-Goo himself of a well-known children's story. Do you know which one? We'll send a free Dial subscription to the first person whose correct guess reaches the Dial office.

# HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD  
"QUEEN OF THE OZARKS"

Greetings! And God Bless every one of you!

Again this month of February rolls 'round: the month of heroes: the month of notables. George Washington, the Father of his Country, that immortal who went out to fight for the little nation and pray at Valley Forge over dead and starving soldiers, who left the blood from their shoeless feet on the snows. Washington didn't have to do all this. He was rich. He was powerful and could have "pulled wires," as we say nowadays. He was charming and educated and had a gorgeous home. But he preferred to go to what might possibly be his Gethsemane.

And this is the month of Lincoln, who "belongs to the ages" . . . the great, gaunt human being, the rail-splitter who "sent his axe to the root of wrong" . . . who freed a race of slaves and held a nation together, that the savage winds of adversity and the crises of after years might not tear it apart . . . a man with the "rectitude and patience of the cliffs—the pity of the snow that hides all scars."

And this is the month of the man who "lit the world," the birth month of Thomas Edison; the man who gave us the arc light, the telephone transmitter, the original moving picture machine and the phonograph.

And this is the month of a great little lad who has brought more joy to this world (and caused more damage) than all the others put together—the month of Dan Cupid, who puts on his show, spreads his wings and shoots hearts "plum to pieces" with his bow and arrow on Valentine's Day, the 14th of this month! There's the boy who holds nations in his hands, sways the greatest minds, marches up flower-bedecked aisles, tears up peaceful homes, and sends his victims to insane asylums! He makes the blacksmith leave his anvil, the miner desert his rich vein of ore, the spinner sing at her loom and the schoolboy wash behind his ears! He makes the fair, fat and fifty-some-odd widow with the tommy-cat fur coat, high heels, a taste for lobster, and a past, go simpering along with the kittenish air of eternal spring! He makes the old codger who is barefooted on top of his head (but with a prodigious bank roll) walk into a jewelry emporium and walk out with first water diamonds as big as horse chestnuts that will soon adorn the manicured chorus girl who has that "take me in your arms" look, and who is shortly to get up before

the jury and weep that she "has but one husband to divorce!" Oh yes, Dan Cupid does big things. His is the business that never slumps, never has a depression, discounts its bills regularly and never gets run down at the heel.

But far be it from me to aim sarcasm at Dan Cupid and Saint Valentine's Day. "All the world loves a lover," you know. And naturally, the thoughts of many of us go back to other days. On February 14th we renew old friendships, we dream about old loves, we remember soft spring days and youth, and long walks at the bend of the river, and moonlit nights when all the world was young. I remember the boat rides on my old James River and my loved guitar, and the jasmine that bloomed on the front porch and the honeysuckle on the terrace. I remember the little ice cream suppers on the court house lawn and the "long way 'round" going home.

And the old songs we sang . . . "The Shadow of the Pines" and "The Blue Hills of Virginia," and "Sweet Marie"—popular songs that came and went as they do now, but many of them have become embedded in human hearts. They seem, in retrospect, peaceful, prosperous, happy, warm and loving days, when the world was a satisfying world . . . when nations were not at each other's throats and dictators had not yet tasted of blood. Now we have a hard-boiled, pragmatic, cynical world from which they are trying to drain all the love and beauty and romance, and leave it a dry sponge . . . a war-mad world, a money-mad world where faith seems on its last legs, and you look for some cruel, winged thing to fly over you at night and drop a bomb and mash you into eternity! What a world!

Also famous in this month — another gentleman who has figured greatly in American life, especially with Ozarkians: His honor, the Ground Hog. In Boston they call him a Woodchuck. I like him. He minds his own affairs. He comes out on the second of February, some say, but any good old Ozark Hillbilly knows that he comes out on the 14th, mixing himself up with Valentine Day. I'm glad to be a believer in the Ground Hog. Why shouldn't I be? Aunt Sary is, and she knows more that I do anyway.

She knows that stump water will cure the itch, and to turn around and spit three

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**THE SPOTLIGHT** . . . . .

DOC MARTIN'S STORY  
AS TOLD BY DIOGENES

If you had a chance to eavesdrop a conversation among Drs. Einstein, Oppenheimer and Szilard, three of the higher domes in the field of physics, you wouldn't be a bit more baffled than if you listened to Doc Martin, Benny Edmondson and Bob White discussing the tone, tuning and construction of string instruments. Even fairly proficient musicians throw in the towel and run for aspirin when these three KWTO-ers lose themselves in a maze of mystifying technical lingo.

Doc, whose hobby is woodwork, has graduated from the coffee tables and magazine racks on which he whetted his manual skill. Next project, as he describes it, is the "building," from walnut, of two new electric guitars. Like any perfectionist, he's not satisfied with the one he has, even though it sounds flawless to the average listener. He doesn't like the shape. He doesn't like the plastic neck, which makes it difficult to keep in tune.

"First," he says, "I want to build one of improved design that will give me a better tone quality. Then—" his eyes light up like Las Vegas on Saturday night, "I want

to make one with foot pedals that can be tuned to get any desired combination of chords. I now have a foot pedal for both volume and tone control, but with pedals I can actually tune . . ." Doc's thoughts wander off to frolic in some imaginative meadow where guitars and foot pedals grow like clover, and every daisy is an electrical outlet.

As you have probably figured out, Doc Martin makes guitar-ing seem about as simple as the prophecies of Nostradamus translated into ancient Coptic. The wonder is that he has managed to come so far when the road was uphill all the way. Time and again financial problems and family obligations forced him to desert music as both a passion and a profession and take up something else—farming, store-keeping, bottling, defense work. During each absence from the world of chord transpositions his guitar stayed on the shelf.

The farm family into which Ulyan Martin was born on March 15th, 1921, moved from Stone County near Highlandville to Springfield when he was four, his father

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## LOOKIN' AT YOU

. . . BY SULLY

Perhaps you are not aware of the fact, but Fred Rains, KWTO news reporter, played the role of Scrooge in the Springfield Little Theater production of "A Christmas Carol", which was broadcast over KWTO on Christmas Eve. Proof that he did a marvelous job of interpretation was apparent in the large number of telephone calls he received following the broadcast.

\* \* \*

However, his success in the role of Scrooge was not surprising to those of us who work with Fred each day in the KWTO News Room. We knew that during the past several years he has devoted much of his time to Little Theatre work. Furthermore, during World War II he traveled through England, France and Germany assisting in the production of camp shows.

\* \* \*

Paul Boyd Glynn, the five-year-old son of KWTO Newsman Paul Glynn, received an electric train for Christmas, but the youngster has had little opportunity to play with the train; Paul Senior has been endeavoring to master the art of executing a flying-switch without derailing four cars.

\* \* \*

Incidentally, when Newsman Glynn landed that exclusive story about union carpenters in Springfield planning to lower their wage scale with the view of increasing building on the residential level, he also uncorked a yarn that made the national roundups on the United Press for a full twenty-four hours.

\* \* \*

Laddie, the miniature Pinscher who bosses the Sullivan Shanty, flatly refuses to eat his dog food until after he has sampled a few morsels of food from the table. He sits in a chair near his so-called master's elbow and nibbles tid-bits that are handed him off the table. Of course, it's bad manners, but bear in mind that many Irish keep a goat in the house!

\* \* \*

Bill Chatham and Leonard Rader, KWTO Newsmen, were working on the story of the recent ice storm. Chatham had checked on conditions in Joplin, Carthage, Webb City, Bolivar and other hard hit cities. Then, Rader turned in his contribution to the story. It was three whole paragraphs telling how Nixa, Mo., had been spared . . . Yes, Nixa is Rader's home town.

## INQUIRING REPORTER

**Violet Gamble Morton:** Do you still observe St. Valentine's Day, and if so, how?

**Penny Nichols:** Yes, I do. When I was a kid I always loved to search the town over for semi-comic Valentines, which I thought matched my friends' personalities. It furnished loads of laughs and brought a lot of Valentine cheer. Now that I'm older, I try to find a card with a nice verse to send to each friend.

**Cully Holt:** Yes, I usually do. I always send Valentines to my nieces and nephews. They seem to enjoy them so, I guess I won't disappoint them this year.

**Chuck Bowers:** No, not since my school days when I'd spend my whole week's allowance for the biggest Valentine I could find for the best lookin' girl in school. (And I used to send comic Valentines to some people I didn't like too much. Now I don't know any people I dislike so don't send them anymore.)

**Dale Parker:** No, I don't, but I especially remember one St. Valentine's several years ago when I was on a personal appearance tour in the east. I received a telegram saying the Mrs. had a 7½ pound Valentine gift waiting for me at home. It was a baby girl.

## ★ STARS OF TOMORROW

Winners and most of the entrants in the first two KWTO Stars of Tomorrow Contests were from Springfield, but emcee George Earle reports that young talent from Mansfield, Marshfield, Seymour, Brookline and other nearby communities has been auditioning. Winners each week are chosen by popular votes, either mailed in to People's Outfitting Co., at the corner of College and Campbell, program sponsors, or cast at the store, between Saturday and Friday.

The singing and whistling of Larry Adams, 12, placed first, 16-year-old vibra-harpist Billy Frichette, second, and dancer Jeanne Adams third on the Jan. 8th program. The following Saturday's winners: First, a quartette composed of Dorothy Glenn, Ida Lauritson, Kay Knight and Beverly Hunt; second, Beverly McTeer, 10, pianist; third, the First Freewill Baptist Quartet, J. C. Ray, Carol Smith, Billy Smith, Bill Dan Agee.

The program is broadcast every Saturday at 10 a. m. from the Colonial Hotel Mezzanine, and the public is welcome. Audition times: Tues. and Wed. afternoon at KWTO; Sat. a. m. at 10:30 at the Colonial.

## FORD-RADIOZARK DEAL . . . ROUND TRIP TO DETROIT FOR THIRTEEN KWTO-ERS

If friends of yours in California, Texas or Georgia happen to hear Shorty Thompson, Penny Nichols and the Matthews Quartet on their local radio stations, don't be surprised. More than 100 Ford Tractor-Dearborn Farm Equipment dealers throughout the country have signed contracts to run Radio-Ozark's recorded Dearborn Roundup, featuring these KWTO acts on their home stations, and many more are being added.

R-O Manager Si Siman and the full cast of the transcribed series went to Detroit the week of the 17th for a formal introduction to Ford-Dearborn makers, distributors and salesmen from every state in the union, and were a bigger hit than Babe Ruth in his prime. Did you miss them that week, and notice that their regular KWTO programs were transcribed?—Shorty and Sue, Penny, announcer Joe Slattery, Zed Tennis, Doc Martin, Bob White, pianist Bob Money, Bill and Monty Matthews, Culley Holt and Bob Hubbard.

They had their own private railroad car on the trip to Detroit, "half of it berths and half of it stables," according to Si, and entertained themselves with jam sessions and card games (the Matthews boys played Rook) on the way there, arriving the morning of the 19th. The "unlucky 13" ran into trouble on arrival: Bob White had forgotten his bass fiddle (how could he have failed to miss anything so big?), and Zed

Tennis left his violin in the taxi he took from the train to the Statler Hotel, where all were quartered. The first hour and a half was spent searching the town for Zed's missing instrument and calling frantically to find a rentable bass for absent-minded White. Shorty finally managed to find one; meanwhile, Bob Money, riding in the cab behind, happened to remember the number of Zed's taxi so his fiddle could be reclaimed.

Wednesday and Thursday rehearsals prepared the act for presentation to over 2000 Ford-Dearborn people at 2 p. m. Thursday at the Detroit Shrine Temple, with Joe reading a sample commercial and Shorty leading such production numbers, on the elaborately lighted stage, as "Timber Trail" and "Blue Shadows." Their big performance, however, came that evening following a banquet at the Statler. (Filet mignon, baked Alaska, "and the darndest lot of city food you ever saw," Hubbard reported.) Penny, in her black and white leather skirt and bolero and white Stetson, stole the show with her yodeling, the Matthews crew brought the house down with "Rocka My Soul" and "Travelin' Shoes," and all of them were demanded for a few numbers at a reception after the banquet.

Friday noon they entertained again, this time during a luncheon at the Shrine temple, then checked in bags and gear at the depot and spent their spare time until 10 p. m. sightseeing. An aunt and uncle of the Matthews drove up from Lima, Ohio, with two cars, took the quartet, Bob Money and Penny over to Windsor, Canada, for souvenir shopping. Shorty and Sue took in a movie (Shorty went to sleep from sheer exhaustion), and Si visited with Joe Rex Hainline, former KWTO-er now a commentator for WJR, Detroit.

There was a four hour lay-over in Chicago on the way home—time for Shorty to buy Sue a new \$1500 accordion with an electric attachment that makes it, he says, "sound just like a Hammond organ." In St. Louis they ran into Selby Coffeen, on his way back from the inaugural in Washington, and they all came home together on the streamlined Texas Special, arriving at 10:35 that Saturday night.

Radio-Ozark has recorded KWTO talent for use on other stations for several years—Flash and Whistler, the Shorty Thompson Gang, The Matthews Quartet — but the Ford-Dearborn contract is its largest order and its most heavily cast show to date.



THE BOY AT FIRST BASS

By popular request (even demand!) we print this picture of Chuck Bowers' chief rival in handsomeness—Culley Holt.

# INSIDE AT THE STUDIO . . . .

BY THE EDITOR  
OF THE DIAL

Chit-chat topic No. 1, at KWTO, as elsewhere, has been the weather . . . **George Earle** dashed out to buy a gas log for his fireplace when the electricity failed and the blower of his super-modern furnace refused to whoosh . . . **Marjorie Tennis**, recuperating from jaw surgery, was without heat and electricity two of the days that **Zed** was in Detroit, and consequently didn't appreciate his description of zero temperature there. He brought back gifts for her, and for **Larry** and **Jimmy**, from Windsor, just across the Canadian border . . . **Dale Parker's** seven-year-old **Jean** got lonesome staying home with a cold, and decided to promote companionship. "Daddy," she said, "don't you think **Dale Junior** looks bad? Don't you think he's got a little fever?" Young Dale, of course, was in on the conspiracy, and eager to miss a couple of school days, but **Dixie** produced a thermometer that broke up the plot. \* \* \*

"Wish Williford would quit giving those zero predictions that don't pan out," **Slim Wilson** grumbled the other morning. "It takes us five hours a day to chore as it is, and by the time I see to it that six sows and their young pigs have extra-warm bedding and get their slops mixed with warm water, carry extra silage, bed down 45 cattle and get ready for a real cold spell, I'm plum tuckered. Then what happens? I close up the barn tight, it doesn't turn cold, and I have to go out there in the morning and fan those cows an hour before I can get 'em up to milk!" . . . **Luke McNeley** worried about the weather-marooned cattle in the Rockies. "That," he muttered darkly, "is gonna send beef higher than when the cow jumped over the moon" . . . Weatheritis hit **Bill Ring** hard. It was too damp and cold for front yard practice with the new fly rod he got on his Taystee program anniversary. And the night his lights were out and he could neither read nor radio, he called the KWTO transmitter three times to find out what was on the air and how it sounded. \* \* \*

"Our lights didn't go off," reported **Chuck Bowers**, "but even if they had, it wouldn't have affected the heat at my boarding house. How come? I'm the automatic stoker." Chuck finally confessed how his topcoat got torn; he was racing girl friend **Jean Wickersham** to the car, and she tried to pull him back, and rrrrrrip! . . . **Chuck** didn't miss a night at the Golden Gloves Boxing Tournament. He did some boxing in the Army,

has two close friends in the fight business. One has fought in Madison Square Garden. The other, whom he saw when he visited Chicago at Christmas time, is **Kurt Kennedy**, an old Wichita acquaintance, who had an exhibition match with **Joe Louis** . . . Rivaling **Goo-Goo's** citified appearance in the cover's center figure, and **Zed's** slick-up outfit on page 20, is **Chuck Bowers'** version of what the well-dressed guitarist wears for a morning program: perfectly matched beige shirt and slacks, fireman red Sox and a matching sleeveless slipover sweater. \* \* \*

**Shorty Thompson**, who sang the Ozarks' praises all over the west during his years in Denver radio, is delighted with the new Dearborn Roundup recording setup . . . "It is a wonderful arrangement," according to Shorty. "Just imagine being able to do programs all over the country, simultaneously, with none of the inconvenience of traveling all the time, and all the comfort and sensible living of a home in the Ozarks. One thing we all found out, some of us for the tenth and some for the first time: We're hillbilly at heart, and a little bit of city life is too much" . . . Co-stars in the series echo his sentiments. Said **Penny Nichols**: "I understand that meeting cost over \$200,000. **Sue Thompson** and I had breakfast in our room, elegant food, and so much service that finally we couldn't stand it any longer. We spent an hour finding a place where we could get a good old hot dog. Guess I just don't know how to live high and like it, and a good thing, too" . . . Penny's husband, **Tharol**, lost seven pounds while she was gone, worrying about his wife and the weather.

## HILLBILLY HEARTBEATS

(Continued from page FOUR)

times in the road will take away warts, and she knows there are as many frosts in May as there are thunder claps in February. If you don't believe it, just watch!

Anyway, the Ground Hog has peace and contentment and, for all I know, has a grand time all alone back there in his hole. I feel very often like crawling in and hibernating with him!

Me for Bigger and Better Ground Hogs!

Goodbye, and I'll see you next month, the Lord willin' and the creek don't rise!

With heaps and oodles of love, **MAY**



## PICTURE FLASHES IN THE PANORAMA



1. A Christmas reunion with all the members of the Matthews clan getting together is an annual affair that threatens to outgrow an ordinary home. "In a few years," Monty thinks, "we may have to take over the Shrine Mosque." Left to right in the back row, standing, are Waneta and Bill and their boy, Rickie, who is our "Baby of the Month," Matt and his son, Daniel Bruce, son-in-law Stanley Doubt of Kirbyville, the Rev. A. Z. Matthews, Jack, son-in-law Virgil Fugate of Walnut Grove, his wife, La Vale, and their daughter, June Lanette. Seated on the davenport: Becky (Mrs. Matt), La Vaughn Doubt with Rita on her lap, Mrs. A. Z. Matthews and Jean, Jack's wife. Front row: Larry and Linda Doubt, Monty, Matt's and Becky's daughter Donna Gay, and Harold Dean Fugate, La Vale's and Virgil's oldest. Count 'em—21! Would you have liked to cook that Christmas dinner?

2. Art Linkletter enlists the aid of his two youngsters, Robert (left) and Art Jr., to load up the Crosley convertible and move his popular G. E. House Party to ABC network. This 2:30 p. m. KWTO feature Mon. through Fri. has already won many Ozarks friends, features unusual contests, lots of laughs.

3. Whether you call him Earl Craig or Professor Quiz, he's still one of radio's outstanding personalities. His fast-paced show is heard every Tuesday night over KWTO at 9:30, sponsored by Grape Nuts. Craig originated radio quiz shows.

4. With the assistance of Mrs. Milton Bradley of the hat department, Beulah Nunn coordinates coat, bonnet and shoes in a shopping spree at Neff-Petterson's, 304 St. Louis St., Springfield. The smart specialty shop sponsors Beulah's 10:20 a. m. "Woman's World" program heard Monday, Wednesday and Friday.

## PORTSIDE PATTERN . . . . .

GEORGE EARLE FINDS  
OLD KWTO SCRAPBOOKS

Bill Bailey and I were looking through some of the KWTO Scrapbooks that date back to the advent of this station in Springfield and the Ozarks—back to when the management first started broadcasting with the call letters KGBX. We found it hard to believe the great changes that have taken place in the past sixteen years. We looked so youthful then; so wide-eyed, eager and . . . well, down-right baby-faced! To compare our pictures then with now is almost more than we can take. Not that we will admit we are old, understand; just older by 16 years. Being associated every day in our work here at the station we don't notice the gradual change until we stop to compare pictures, to observe the graying temples and the tell-tale lines and wrinkles.

We've come a long way together—Slim Wilson, Ralph Foster, Art Johnson, Fritz Bauer, Al Stone, Bill Ring, Zed Tennis, Buster Fellers, Bob White, Floyd Sullivan, Bill Bailey, Les Kennon and I. We've had days fraught with headaches and sleepless nights; we've gone home many an evening too tired to eat or rest. On the other hand, we've had fun . . . barrels of it! We've laughed and sung and rejoiced over the good things that have come our way. And, taking it all in all, I wouldn't trade the memories of yesterdays with the friends I've made through KWTO for all the gold in the world! Yes, I fully believe the finest people on the face of the earth live right here in the Ozarks and it's great to be alive among them!

Apropos this reminiscent vein is this poem "Life's Lesson," which I came across recently, author unknown.

### LIFE'S LESSON

I learn as the years roll onward and leave  
the past behind,  
That much I have counted sorrow but  
proves our God is kind;  
That many a flower I long for had a hidden  
thorn of pain,  
And many a rugged pathway led to fields  
of ripened grain.

The clouds but cover the sunshine, they  
cannot banish the sun;  
And the earth shines out the brighter when  
the dreary rain is done;  
We must stand in the deepest shadow to  
see the clearest light,

And often from wrong's own darkness comes  
the very strength of right.

We must live through the weary winter  
if we would value the spring;

The woods must be cold and silent before  
the robins sing.

The flowers must be buried in darkness  
before they can bud and bloom,

And the sweetest and warmest sunshine  
comes after the storm and gloom.

So the heart from the hardest trial gains  
the purest joy of all,

And from lips that have tasted sadness the  
sweetest songs will fall.

For as peace comes after suffering and love  
is reward of pain,

So after earth comes heaven, and out of  
our loss, the gain.

### ★ PALATABLE HISTORY LESSONS

Edward Arnold, star of the outstanding ABC-KWTO Sunday afternoon feature Mr. President, received the Radio Award for 1948 from the 10th District California Congress of Parents and Teachers on Jan. 16th, on behalf of the program.

The award, given by Mrs. Marvin Owen, president of the group, named Mr. President as the "outstanding documentary radio program of interest to the entire family." Mrs. Owen represents the largest parent-teacher organization in the world, with more than 180,000 members.

"We feel that Mr. President, with its grand star Edward Arnold, has established well the fact that education can be made interesting and entertaining as well as worthy through radio," Mrs. Owen said. The program dramatizes actual events in the lives of U. S. presidents, actual crises in American history dealt with by chief executives, as well as sidelights on their own personalities and home life. It is sponsored locally by Globe Realty Co., 2429 College St.

### DUOSYLLABIC CONGRATULATIONS

You could hear Buster Fellows' and Goo-Goo's laughter clear to Brookline when KWTO President Ralph Foster told them about President Truman's favorite post-election telegram. It came from Bob Hope, and consisted of one word: "Unpack."



## COME RIGHT IN . . . . .

WE VISIT THE SLIM  
WILSON FARM HOME

Life at Slim and Ada Wilson's is just as inviting, winter or summer, as the L-shaped porch and almost motherly proportions of the house would lead you to believe. None of the new-fangled evergreen planting for them: old-fashioned spirea, forsythia and climbing roses are more in keeping with the stone fence that sets off the lawn of their farm home near Springfield, and the fine old elms that shade it in warm weather.

The house has eight large rooms, a breakfast nook and bath, with four big organdy-curtained bedrooms upstairs—one for Ada's mother, Mrs. Verna Reeve, one for her brother, Glen Hancock, who shares the farm work with Slim, one for the Wilsons and one for John Wesley. The boy's room reflects his interest in many hobbies, model airplanes and sailboats.

Like most large farm homes, the Wilsons' has a parlor, entered from the front porch, done in old rose, teal blue and soft tones of brown, as well as the family sitting room with its deep rockers, footstools and inviting fireplace. It is here that they gather after dinner to read, sew, radio and play cards. Weekday bedtime is anywhere from 8 o'clock until 10, and the house large enough that the radio doesn't bother those who like to retire early.

Ada's kitchen is the kind that apartment dwellers dream about—large, modern, L-shaped, finished in glazed tile, with easy access to both the dining room and the

breakfast nook. It is on the northwest side of the house. It is here that her famous roast turkey "company dinners" are put together for as many as 18 members of the family, and they are always polished off with that angelfood cake that Slim describes as "even too good for angels, by golly."

"A farm family," Ada observes, "needs room to rattle around. We certainly have it here, and although a big house is harder to keep up, the privacy and elbow room it gives each member of the family is certainly worth the trouble."

### ★ FRED RAINS TO NASHVILLE

Marvin Tong, former KWTO newsmen and publisher, until recently, of the Gainesville Weekly Ozark County Times, has replaced Fred Rains on Floyd Sullivan's News Staff. Fred has joined the Brown Co. (Monogram Radio Productions) of Nashville as a character actor and sound effects specialist for transcribed soap operas, radio dramas and mysteries that will be heard on stations throughout the United States. Fred will work with Charles and Bill Brown, advertising specialists formerly on the KWTO news staff, and former KWTO announcer Vince Harding, who plays a leading role in the dramas in which Fred will be heard. Vince and Fred attended SMS together, worked together in summer stock at Taunton, Mass., and were both extremely active in Springfield Little Theater work.

## MEDITATIONS

... MATT MATTHEWS

I was impressed with the verse in May McCord's column, in a recent issue of The Dial, about the people who worried, and worried, and worried, "but alas, they worried about a lot of things that never came to pass!" It's a thought to hold. For the most useless waste of energy is the use of it to worry about tomorrow's unpredictabilities, leaving today's tasks undone. Never mind the future: Do what you know you ought to do today. The future is God's affair.

And what ought you to do today? Looking longingly over your shoulder into the past is no good either, as Jean Eldridge reminds us with these lines:

**"When youth and all our sweet young dreams have fled, and all our pet ambitions are numbered with the dead, and we, like frost-seared flowers, droop and fall, believing the best of life has gone beyond recall, then is the time, old man, to buckle down and fight! Grit your teeth and go to it with all your might! Sort out the dreams you wanted to make come true, and fight for 'em—youth was only kidding you."**

## ★ OZARKOLOGY

Shorty Thompson, head of the Saddle Rockin' Rhythm crew heard at 10 a. m. Tues. and Thurs. and 9:30 Sat. for Barton's Dyanshine, at 7 a. m. for Biederman's, 7:45 a. m. for Tennessee Nurseries, and at 9:30 p. m. Sat. for Flex-O-Glas, is more than a bear for work. He's as addicted to homespun philosophy as he is to homespun harmony, and passes along these bits of Ash Grove wisdom as evidence: "A fool and his money are soon parted, but how did they get together in the first place?" ... "Freedom of speech is a fine thing, but too many people consider it the liberty to say what you think without thinking what you say."

## AMATEUR HOUR TO TOUR

Ted Mack, former Major Bowes understudy who features tyro talent on the Old Gold Amateur Hour over ABC-KWTO Wednesday nights at 7, is making plans to beat the brush for promising entertainers. The show will go on the road in March, making a tour of major U. S. cities in search of amateur singers, musicians and comedians.



## WELCOME BACK TO KWTO!

It's been almost a year since Junior Haworth left KWTO to try his luck elsewhere. Now he's back with the Goodwill Family to start his 15th year in Springfield radio.

## NO SPEEDING!

... MONTY IN CANADA

Members of the Matthews Quartet and Penny Nichols are still shuddering when they think how close they came to spending a night in the Canadian clink and paying fines of \$30 apiece. And all that saved them was the fact that Bill's and Monty's uncle was a Mason, and so was the Windsor, Can., cop who picked them up.

An aunt and uncle of the Matthews clan drove two cars up from Lima, Ohio, to Detroit, when the KWTO-ers were there, to take some of them across the border on a shopping tour. Monty, driving one car, discovered that what is considered a reasonable speed in Missouri is out-of-bounds in Windsor, and all of them were threatened with the hoosegow (which would have meant missing their train home) until his uncle intervened and gave the law the proper grip. Bill bought his wife a blouse and Monty bought, for his fiancée, Betty Ray, a pair of boots trimmed with jingle bells, when they got to shopping.

**SCHEDULE FOR FEB.**


WHAT'S GOING  
ON AT KWTO?

**WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—Southland Echoes (M-W-F)  
 6:00 a. m.—R. F. D. Roundup (T-Th-S)  
 6:15 a. m.—R. F. D. Roundup  
 6:30 a. m.—Goodwill Family  
 6:45 a. m.—Goodwill Family (M-W-F)  
 6:45 a. m.—Lula Belle, Scottie (T-Th-S)  
 7:00 a. m.—Shorty Thompson  
 7:15 a. m.—Yellow Bonnet Show  
 7:30 a. m.—Newscast  
 7:45 a. m.—Shorty's Gang  
 7:45 a. m.—Goodwill Family (S)  
 8:00 a. m.—Chuck Bowers  
 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 Quartet (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.—Slim Wilson  
 9:20 a. m.—Woman's World (M-W-F)  
 9:20 a. m.—What's New (T-Th)  
 9:25 a. m.—Markets (S)  
 9:25 a. m.—Betty Crocker—ABC  
 9:30 a. m.—Saddle Rockin' Rhythm (S)  
 9:45 a. m.—Sunshine News  
 10:00 a. m.—Goodwill Family (M-W-F)  
 10:00 a. m.—Saddle Rockin' Rhythm (T-Th)  
 10:00 a. m.—Stars of Tomorrow (S)  
 10:15 a. m.—Hayloft Frolic  
 10:30 a. m.—Ted Malone—ABC  
 10:30 a. m.—What's New (S)  
 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 Comm. (S)  
 11:45 a. m.—Penny Nichols  
 11:45 a. m.—Farm Forum (S)  
 12:00 noon—Baukhage Talking—ABC  
 12:00 noon—Farm Forum (S)  
 12:15 p. m.—Matthews Quartet—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.—Metropolitan Opera—ABC (S)  
 1:30 p. m.—Bride and Groom—ABC  
 2:00 p. m.—Judith and Jane

2:15 p. m.—Kitchen Talks  
 2:30 p. m.—House Party—ABC  
 3:00 p. m.—Linda's First Love  
 3:15 p. m.—Ladies Be Seated—ABC  
 3:30 p. m.—George and Buster  
 3:45 p. m.—Cornfield Follies  
 4:00 p. m.—Creamo News  
 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.—Goodwill Family  
 4:45 p. m.—Decision Now (S)  
 5:00 p. m.—Chuck's Shut-In Club  
 5:15 p. m.—Matthews Quartet  
 5:15 p. m.—Christian Science pgm. (S)  
 5:30 p. m.—Jack Armstrong and Sky King  
 5:30 p. m.—Man on the Farm (S)  
 6:00 p. m.—Newscast  
 6:15 p. m.—Sports Spotlight  
 6:25 p. m.—Animal World Court  
 6:30 p. m.—Lone Ranger—ABC (M-W-F)  
 6:30 p. m.—Counterspy—ABC (T-Th)  
 6:30 p. m.—Hawthorne's Adven.—ABC (S)

**MONDAY NIGHT**

7:00 p. m.—The Railroad Hour—ABC  
 7:45 p. m.—Henry J. Taylor—ABC  
 8:00 p. m.—Cavalcade of Music  
 8:30 p. m.—It's Your Business  
 8:45 p. m.—Pipes of Melody  
 9:00 p. m.—Best By Request  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**TUESDAY NIGHT**

7:00 p. m.—Challenge of Yukon—ABC  
 7:30 p. m.—America's Town Meeting—ABC  
 8:30 p. m.—Best By Request  
 9:00 p. m.—Korn's-A-Krackin'  
 9:30 p. m.—Professor Quiz  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**WEDNESDAY NIGHT**

7:00 p. m.—Original Amateur Hour—ABC  
 8:00 p. m.—Meredith Willson—ABC  
 8:30 p. m.—Groucho Marx—ABC  
 9:00 p. m.—Bing Crosby—ABC  
 9:30 p. m.—Milton Berle—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**THURSDAY NIGHT**

7:00 p. m.—Challenge of Yukon—ABC  
 7:30 p. m.—Spotlight on Industry  
 7:45 p. m.—Sully's Spotlight  
 8:00 p. m.—Personal Autograph—ABC  
 8:30 p. m.—Prayer Meetin' In the Ozarks  
 9:00 p. m.—Best By Request

10:00 p. m.—Newscast  
 10:15 p. m.—Orchestras—ABC  
 11:55 p. m.—News—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.—Orchestras—ABC  
 11:55 p. m.—News—ABC

**SATURDAY NIGHT**

7:00 p. m.—Challenge of Yukon—ABC  
 7:30 p. m.—Famous Jury Trials—ABC  
 8:00 p. m.—Little Herman—ABC  
 8:30 p. m.—Amazing Mr. Malone—ABC  
 9:00 p. m.—Here's to Veterans  
 9:15 p. m.—Guest Star  
 9:30 p. m.—Hayloft Frolic  
 9:45 p. m.—Excursions in Science  
 10:00 p. m.—Newscast  
 10:15 p. m.—Best By Request

**SUNDAY PROGRAMS**

6:30 a. m.—Goodwill Family  
 7:00 a. m.—Rev. Hitchcock  
 7:30 a. m.—Goodwill Family  
 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—Christian Rural Overseas  
 12:15 p. m.—Senator Kem  
 12:30 p. m.—Sermons in Song  
 1:00 p. m.—Yellow Bonnet Newscast  
 1:15 p. m.—Drury Quarter Hour  
 1:30 p. m.—Mr. President—ABC  
 2:00 p. m.—Harrison Wood—ABC  
 2:15 p. m.—Armed Forces Radio Service  
 2:30 p. m.—Treasury Band  
 3:00 p. m.—Future of America—ABC  
 3:15 p. m.—Johnny Thompson—ABC  
 3:30 p. m.—Cote Glee Club  
 4:00 p. m.—Sunday With You—ABC  
 4:30 p. m.—Quiet, Please—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.—Go for the House—ABC  
 6:30 p. m.—Curt Massey Show—ABC  
 7:00 p. m.—Stop the Music—ABC  
 8:00 p. m.—Walter Winchell—ABC  
 8:15 p. m.—Jergens Journal—ABC  
 8:30 p. m.—Theater Guild—ABC  
 9:30 p. m.—Newscast  
 9:45 p. m.—George Sokolsky—ABC  
 10:00 p. m.—Revival Hour  
 11:00 p. m.—News, Orchestra—ABC

**YOUR STARLORE**

. . . BY OPAL PORTER

The Hall of Fame is crowded with statues of Aquarians who have played a stellar role in American destiny. The list is long and impressive. Outstanding in scientific genius were Edison and Burbank; while Lincoln and F. D. Roosevelt exemplified the greatest humanitarians in the history of our country.

Aquarius is a mental air sign, birthdays January 21 to February 19. It is last of the Fixed Signs and is concerned primarily with universal welfare. It rules the ultra-modern in science and invention, and is the era which we will be entering in the next few years—the Aquarian Age, its coming heralded by the Atomic bomb. This will bring a new order of things. Uranus, planetary ruler of Aquarius and the future, is making man conscious of his fellow men; brotherhood is dawning, when "man's inhumanity to man" shall cease to make countless thousands mourn . . . when the peoples of all nations will learn to live in peace,

or suffer annihilation.

God forewarns whomsoever He would destroy. The Atom bomb was just that and man would be a fool to disregard such a warning. It was no happenstance that we were given the secret of this "persuader" ahead of ruthless nations. Uranus, transiting Gemini, in grand trine to other natal planets of the United States chart, gave us this means of ending war. He has always involved us in a major war when he occupied Gemini, which rules the U.S.A. His seven years will soon be history—and what history! If we can sidetrack a shooting war until June, Uranus will carry us into the new age sans war and further bloodshed.

I have given you this information because Uranus rules Aquarians; he is just as important as the sign you were born in; more so, as he brings new conditions to bear upon your life, according to the zone he transits in your chart.

The grand trine in Air Signs gives you a wide range of opportunities the first six months of 1949 . . . Good luck!

# THE SPOTLIGHT . . . . .

CONT. FROM  
PAGE FIVE

taking a job with the Frisco Railroad. Doc recalls his childhood, his play with two sisters and a brother, his acquisition of a nickname suited to his serious manner, as uneventful—until the school Christmas party the year he was 11.

"We drew names for gifts, and the kid who drew mine got me a French harp. I played it so much and so hard, it's a wonder I didn't swallow it. From then on, I picked on every instrument I could get at—guitar, violin, piano, anything, and the folks finally gave me a hand-me-down guitar that my uncle used to play."

A year later, Doc got a new guitar for Christmas, promptly joined up with a four piece band of young Pipkin Junior High School musicians, and decided to try to earn enough to buy a steel guitar. The dream was realized when he was 18, after two summer vacations spent working for local nurserymen and counting his savings right down to the last half-cent. He was all set to fire the world with his music when the family moved to a farm in Christian county, where the eldest boy was needed to help with chores. "Of all the farm work I didn't like," he says, "milking and getting in the wood head the list."

In 1941 Doc came back to Springfield and joined a four-piece hillbilly outfit, which got a radio job with WSOY, Decatur, in rather a roundabout way. One of the boys, Jimmy Denoon, went to St. Louis to visit an uncle, and wired back: "Have job for us here at 25 per." The other three headed for St. Louis, the "per" turned out to be "per-haps," and the quartet lived off Jimmy's uncle until they heard of the Decatur opening and barnstormed their way into it.

Five months later Doc came home to marry Merle Peebles, the golden-haired girl he'd first met at Pipkin, a few days before she was to have graduated from High School. They returned to Decatur, homesickness drove them back to Springfield, and Doc and Merle had one of those heart-to-heart talks musicians usually do have, at sometime or other, with their wives. The profession "means lots of moving around . . ."

So Doc spent five years working in cleaning plants, in a St. Louis ammunition factory, at the Springfield Pepsi-Cola Plant. Handsome young Mickey, now six years old, came along in 1942 as an additional argument for sticking with a job that didn't jump around and offered a stable income.

Finally, in 1945, with his musical urge frustrated to the point of explosion, Doc joined another troupe and went to Denver. The act was doing fine, playing KFEL, booking personal appearances through Shorty Thompson's Denver agency. Then Doc's father passed away and he came home to help his mother run the grocery store his family had bought in 1944. A year and four months later Doc sold the store, went back to Denver, and joined up with Shorty Thompson and the Saddle Rockin' Rhythm gang a year ago last fall. Except for a few months at Pepsi-Cola last summer, in between Hollywood picture-making and Shorty's return to KWTO, Doc has managed to stay in the music business "for almost a whole year and a half!"

The combination of modern tuning and western style that makes Doc's technique so interesting is no accident. He's developed it carefully over a 10-year period, listening to recordings made by the Bob Wills' and Tex Williams' western bands, studying Alvino Rey's playing, and adding embellishments of his own. Because he plays even more by instinct than by ear, with an uncanny sense of what he ought to do next, and because he has learned a tune after one hearing, the fact that he doesn't read music has been no handicap. To learn now would be like studying elementary grammar after writing a best-seller. Concentration and natural musicianship have helped him to conquer a difficult instrument, one for which 50 or 60 different tunings are possible.

No, he's never had mike fright. "Maybe," he suggests, "it's because I was on George Earle's old Kiddie Klub program in the Chamber of Commerce Building when I was 12 years old. I was scared the time three of us sang 'Silver-Haired Daddy' with no harmony, but not the times after that, when I played the French harp."

A more likely explanation is that Doc is so wrapped up in his music that he's oblivious to everything else — as KWTO Assistant Manager Les Kennon can tell you. Kennon's office is directly below the big studio. Repeatedly he asked Doc not to pat his time-keeping foot so hard, when he played a program, that the downstairs ceiling wobbled like the ocean and the lighting fixture danced wildly. Repeatedly Doc forgot. Finally, Les took him a rubber cushion. "Here," he said, "stomp your foot on that."



#### A VERY CLOSE SHAVE

Louise Bailey took matters (and scissors) in hand to rid Bill of the chin foliage he grew for his role in a Springfield Little Theater play. Listen for Bill's What's New? at 9:20 a. m. Tues. and Thurs., 10:30 Sat.

## FOR HOMEKEEPERS

... BY AUNT MARTHA

(Editor's Note: As famous for her cooking among her own family and friends as she is for her many years of radio work, Aunt Martha believes that meals should be economical as well as tasty, as these recipes indicate.)

Pork and ham have declined in price the past few weeks. Not only are they good buys, but they're just about the best "winter eatin'" you can find. Here are main dish recipes for each.

#### Sausage Casserole

Cook four large sweet potatoes in skins until barely tender. Peel, cut in crosswise slices, place half of them on the bottom of a greased two-quart casserole. Sprinkle with salt. Shape a pound of bulk pork sausage into six cakes and pan fry until brown. Arrange on top of sweet potatoes. Cut four apples into wedge-shaped pieces and place over sausage. Sprinkle with nutmeg, cover with remaining potato slices, sprinkle with water and brown sugar. Cover and bake at 350-degrees F. for an hour. Serve with a green salad.

#### Orange Ham Slice

Place an inch-thick slice of ham in a baking dish. Combine three tablespoons

## FROM THE FILES

... A DIAL REVIEW

#### 7 Years Ago This Month

Bob Rains back on job after two weeks illness with pneumonia (now in Shenandoah, Iowa) . . . Carl Zomar doing the interviews at the Union Stockyards Hog House (now in Denver).

#### 6 Years Ago This Month

Lou Black in spotlight . . . MFA takes over noon news (still has it) . . . Terry Moss gives radio a fine future (now in Council Bluffs, Iowa) . . . Charlotte Wood weds Lieutenant McCann (now in Las Vegas, Nev.).

#### 5 Years Ago This Month

Feature article by Betty Hindman compares working at KWTO to reserve seat at a circus (she's writing here in Springfield) . . . Aunt Martha opens up big "Goodwill Cafe" . . . Joe Parrish in spotlight (now in Virginia).

#### 4 Years Ago This Month

Joe Rex Hainline, who began radio career in KWTO newsroom, appointed NBC correspondent in Southwest Pacific (now in Detroit) . . . R. D. Foster, KWTO President, returns from Old Mexico with sailfish 9½ feet long and weighing 110 pounds.

#### 3 Years Ago This Month

Johnny Kiado receives many requests for Hong Kong Blues (now in Hollywood) . . . Korn's-A-Krackin' wins warm welcome coast-to-coast . . . The eye of the camera catches Sally & Sue (now in New York), Matt Matthews (now at Ash Grove) and Junior Haworth (now in Des Moines).

#### 2 Years Ago This Month

First Dial Limerick award goes to Mrs. C. L. Vanlandingham of Elkins, Ark . . . World-famous artist, George Schriber, makes Korn's-A-Krackin' sketch during Saturday night broadcast.

#### 1 Year Ago This Month

Mr. and Mrs. Selby Coffeen are proud new parents of baby girl named Donna Jean . . . Paul Glynn latest addition to KWTO's news staff . . . Pete Cassell in spotlight (now at WARL, Arlington, Va.).

brown sugar, 1½ teaspoons grated orange rind, ¼ cup orange juice and 1½ teaspoons prepared mustard, and pour over the ham. Cover, and bake at 325-degrees F. for 35 minutes. Uncover and decorate the ham with sections from one or two oranges, baste with the syrup in the pan, and continue baking, uncovered, for 20 minutes.

## WHO ARE THEY?

... NAME THE STARS

Set your thinking cap straight if you hope to figure out the identity of these well-known KWTO-ers. Answers will appear in the March issue. Answers to January's puzzlers are to be found at the bottom of this column.

1. His first name is the last name of a famous American poet, author of, among other works well-known to every school child, "The Vision of Sir Launfal." He's married, a father, and traveled around a good deal before he came back here to settle down.

2. His first and last names are fairly common, but somebody must have slipped in that middle name, beginning with a "C", after reading an English novel. It was revealed in a Dial Spotlight column a little over a year ago, together with the fact—imparted by his wife—that he'd just as soon everybody forgot it.

Answers to last month's teasers: The person whose first name is that of a well-known Alabama town, and whose middle name is that of the GOP vice-presidential candidate, is **Montgomery Warren Matthews**. The KWTO-er named for two saints, is **James Joseph Slattery**.

### ★ TOWN MEETING CITED

Eugene Arneel, radio editor of Motion Picture Daily, has presented a scroll citing America's Town Meeting as 1948's best educational radio program to George V. Denny, Jr., president of Town Hall and moderator of the ABC discussion series, during a 7:30 Tuesday night broadcast.

America's Town Meeting was judged the nation's top educational show by newspaper and magazine radio editors in the 13th annual poll conducted by Motion Picture Daily for its annual, Fame magazine. The citation is the 44th national or regional award presented to America's Town Meeting during its 14 years on the air. The oldest audience participation forum in radio, America's Town Meeting was broadcast first on May 30, 1935. It is sponsored locally by the Southern Missouri Trust Co., of Springfield.

### AFTERNOON PROGRAM CHANGES

If you aren't aware of the Linda's First Love time change, after all the announcements KWTO made in advance of it, then you must have been off playing ostrich in Timbuctoo. The Kroger Co., sponsor of this extremely popular serial, agreed to a move from 2:30 p. m. to 3 o'clock Mon. through

## SPORTS SPOTLIGHT

... BY LEE GEORGE

Basketball fans had better enjoy the State High School Tournament at Southwest Missouri State College Field House early in March, because the tournament will probably be held elsewhere next year. The opposition movement is based on two counts: Poor sportsmanship shown by crowds at the 1948 tournament, and belief that more money can be made off the tournament if it is taken to St. Louis or Kansas City. This . . . despite the fact of record attendance and financial returns here.

\* \* \*

Rogersville High School's Superintendent Ralph Hamilton reports he has lost five members of the basketball varsity squad since the opening of the season. Four of them were regulars. One passed the age limit, another has a physical ailment, still another quit the squad, a fourth moved to Clever and the fifth came up short in his grades. That is really catching it rough!

\* \* \*

I understand that several Big Eight conference coaches are singing the blues over the decision of school officials of that conference to by-pass the Ozark Bowl football game in order to be hosts for the Marble Bowl contest at Carthage. There is a big difference between \$200 and \$600 when it's applied to an athletic fund. Those are the approximate amounts received from participation in the Marble Bowl and Ozark Bowl respectively this fall.

\* \* \*

The Sportsman's March of Dimes, conducted on the 6:15 P. M. sports broadcast, raised \$1,598.70 last year. Wonder if we'll top that this time?

\* \* \*

It is the opinion of this department that the 1948-49 SMS basketball team is the best that coach A. J. McDonald has developed in his 23 years at the college. It is interesting to note that four of the first five are from this community—two from Springfield, one from Lebanon and one from Conway. Ed Cook of Tulsa is the only out-of-stater on the first five. Four of the first five are veterans. The team averages six-foot-one-and-a-half inches in height and 186 pounds in weight.

Fri. to allow KWTO to carry Art Linkletter's famous GE House Party. Ladies Be Seated has moved to 3:15, the Ru-Tel sponsored Hayloft Frolic to 10:15 a. m.

**THE PASSING PARADE . . .**

PHOTOGRAPHS BY  
REUEL HAYMES



Above—Not a domestic science class, but the Penny Nichols Show cast in Lipscomb's bright feed sack aprons, complete with drawing string tops. Penny, foreground, is flanked by (left to right) Luke McNeley, Announcer Bill Bailey, Chuck Bowers, Zed Tennis and Dale Parker—the only one of the boys who looks at home in his hash-protector. Second picture—The first Stars of Tomorrow

program brought together, back row: Betty Spielman, Bonnie Aycock, Joan Hayes, George Earle and Mary Elizabeth Smart; front row: KWTO City Sales Manager Ray Keltner, Donna Joyce Moore, Larry Adams and Jeanne Adams. See the story about this weekly contest, emceed by George Earle and heard Saturday mornings at 10 over KWTO, on page 6.

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★ PORTRAIT OF THE MONTH — FASHION PLATE ZEDRIC TENNIS

From the villainous tilt of his dark Stetson to the toes of his stitched black boots, this KWTO music maker with a first name that sounds like a cough medicine is usually the perfect picture of what the well-dressed cattle-rustler will wear in his next movie. Zed's wife says that her sartorially splendid husband was bitten by the western bug long

before he made that shoot-'em-up Charles Starrett picture last spring as part of the Shorty Thompson gang. Ever since he joined Shorty's act in Denver several years ago, the Nixa-born musician has been collecting fur-trimmed frontier trousers and fruit salad shirts. Instrumentalist Zed is heard on all Shorty's KWTO programs.