

For calendar year 1948 or fiscal year beginning ... 1948, and ending ... 1949

EMPLOYEES: Instead of this form, you may use Form 1040A if your total income is less than \$10,000 and the total number of dependents is less than 5. If you are an employee, you must write in these spaces the wholly of wages shown on Forms W-2, or of such wages as you receive from the U.S. Government, or from a pension, annuity, or interest.

The KWTO DIAL

NAME (Last, first, and middle initial) ... (State) ... Social Security No. ... Cashier's Stamp) ... List names of other close relatives (as defined in Instructions) with 1948 incomes of less than \$500 who received more than one-half of their support from you. If this is a joint return of husband and wife, list dependent relatives of both.

Your exemptions

1. Enter here total number of exemptions (including yourself and your wife (or husband) had no income, or if this is a joint return, the list name of your wife (or husband)).

2. Enter your total wages, salaries, bonuses, or received in 1948, BEFORE PAY ROLL DEDUCTIONS.

3. Enter here total number of dependent listed above.

4. Enter here total tax withheld. Members of armed forces bursar expenses, see Instructions.

5. Enter here total wages.

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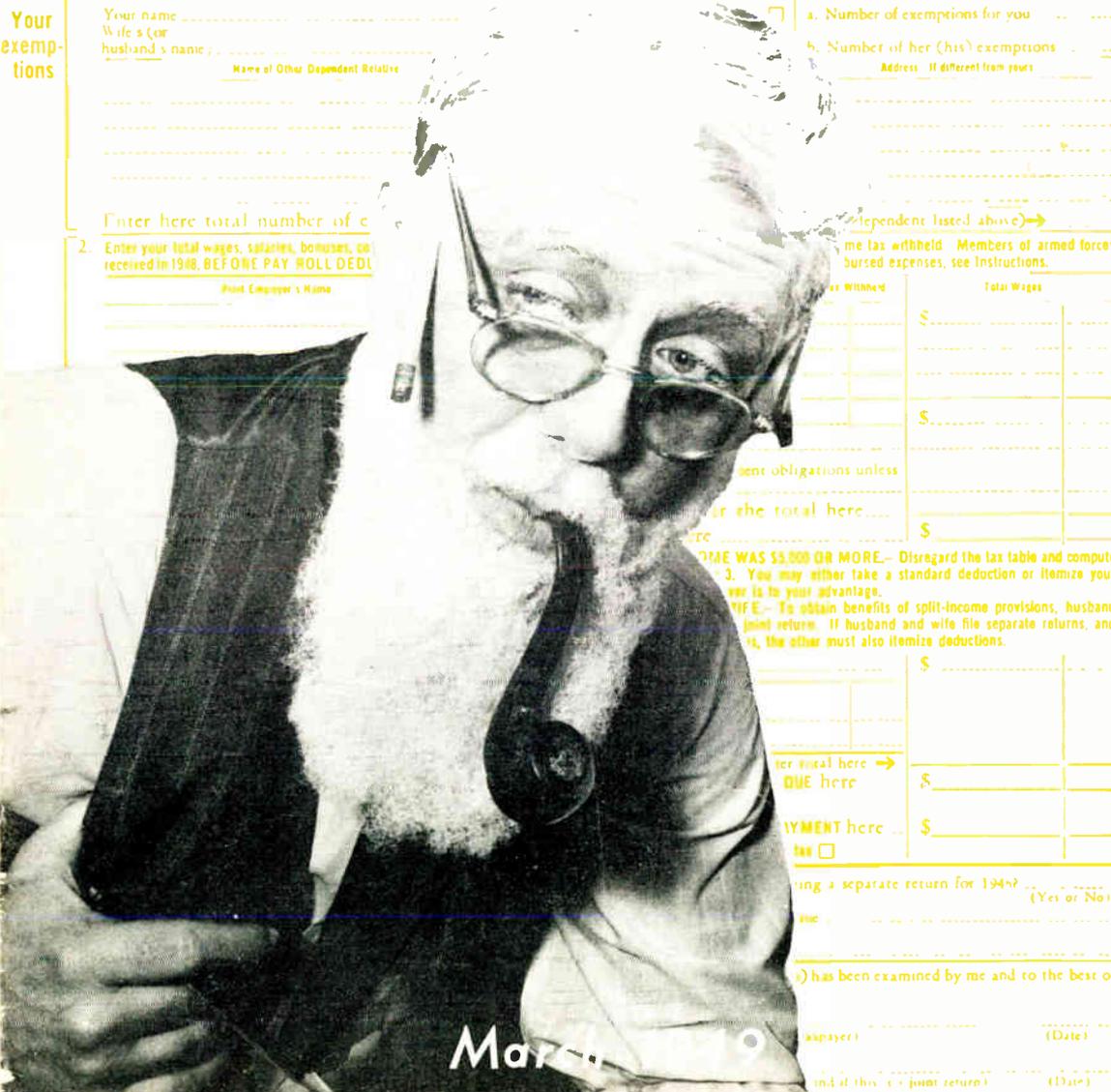
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March 1949



Vol. VIII

No. 8

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Paid circulation of the February issue as of February 23rd: 13,059 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 3-49 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. The Editor will be happy to answer your inquiries about past and present KWTO personalities and fill your requests for pictures you'd like to see in The Dial.



★ BABY OF THE MONTH

We had to stretch things a bit to put a picture of six-year-old Mickey Martin into the "baby" category, because he's already a rugged young character who prefers Levis and flannel shirts to "dress up" clothes. It's a big moment in the life of Doc's and Merle's boy when he can visit the studio and plunk Daddy's steel guitar.



★ LUKE McNELEY DEMONSTRATES HOW NOT TO PLAY BASS

Dial Photographer Reuel Haymes can perform all manner of mysterious tricks with his camera, and don't let this one fool you. Luke knows his way around with a violin, but he's not likely to try plunking the bass fiddle strings with his right hand and fingering chords with his left, as he appears to

be doing in the picture. Not even Chuck Bowers can reach that far. Luke is heard on KWTO shows at 6, 6:15, 7, 8, 10:15, 11:15 and 11:45 a. m., and gets zanier as the day progresses. His sponsors include Im-drin, Biederman's, Staley Milling Co., Ru-Tel, Ozark Mineral Feeds, Lipscomb's.

PROGRAM CHANGES SATURDAY NIGHT SET FOR HILLBILLY FANS

Biggest news in KWTO's springtime program juggling is the plan to offer a full hour and a half of hillbilly entertainment every Saturday evening from 8:30 to 10, with Ozarkanna Corners and Hillbilly Hit Parade revived to fill two of the half-hour periods. Sandwiched between these old favorites will be the National Barn Dance, a famous network program new to ABC-KWTO and sponsored by Phillips Petroleum Co. The starting date: April 17.

This new arrangement should please those KWTO fans who've felt that Saturday night without a show like Korn's-A-Krackin' is like Saturday night without a bath.

Old Favorite Returns

Remember Ozarkanna Corners, that pleasant little community where Squint Thompson and Chuck Waggoner kept the Little Crossroads Store, and their musical friends dropped in from time to time for a rustic jam session? Remember pompous Sheriff Lem Pettifer and the drawling delivery boy, Midnight Jackson? All these characters, heard over the Ozarks air for many years until the beginning of the war, will be back again. As before, George Earle will play the parts of Squint and Midnight, Al Stone the role of Chuck, Bill Ring the sheriff. As usual, their friends will drop in—Shorty and Sue Thompson with guitar and accordion, Slim Wilson and Chuck Bowers, Buster and Penny and all the rest of the gang. And when you welcome back this old favorite, remember to thank the Central Feed Co. of Springfield, its new sponsor.

★ OZARKOLOGY

Slim Wilson's wit and his talent for turning a neat or funny phrase are well-known to all his listeners. Which is why they'll appreciate this story that Ada, his wife, passed along to The Dial.

John Wesley, as a small boy, was looking through his Sunday School pamphlet, and turned to his father with a puzzling question: "Are there any men in heaven?"

"Why, son?" asked Slim.

"Well," said John Wesley, pointing to a picture in the pamphlet, "I never saw a picture of an angel with a beard or a moustache. They all look like women."

"Son," said Slim, "I think men do go to heaven. But I guess it's always a close shave."

Janss Lumber Co., which also sponsors May Kennedy McCord's fine Sunday morning program, will get your "thank you" for Hillbilly Hit Parade, which will be heard at 9:30 every Saturday night. Lou Black and Bill Bailey will be announcers. As before, the whole KWTO talent roster will be called on to make this show sprightly and entertaining. On each program, the ten most popular hillbilly tunes, chosen by your votes, will be played. By whom? If it involves yodeling, you'll hear Penny Nichols. If it's a group number, you'll probably hear Shorty and his gang or the Goodwill Family, or perhaps the Matthews Quartet. If it's Slim's specialty, then he'll solo. And the next one coming up may star Flash and Whistler, George and Buster, Goo-Goo, Junior Haworth or Chuck Bowers.

Phillips Personnel Unknown

Advance information on the Phillips Barn Dance had not reached KWTO by the time The Dial went to press, but it is assumed that many of the same old favorites will be on the program—Lulubelle and Scotty (already heard at 6:45 a. m. Tues., Thurs. and Sat. over KWTO); the Arkansas Woodchopper, the Hoosier Hotshots and Maple City Four, Karl and Hearty.

Other KWTO changes include Butternut Coffee Sponsorship of the 7:30 a. m. news Mon., Wed. and Fri.; Stafford Chenille Co. (robes) sponsorship of Chuck Bowers' 5 p. m. show Tues., Thurs. and Fri.; United Fruit Co.'s spot campaign with the zany "Chiquita Banana" song.

★ COVER STORY

Once again The Dial offers a prize in connection with the cover. Study it closely. Study the bewhiskered face, and study the background behind it. What story does the cover tell? Make up your own story—we haven't any set ideas about it. But there are **two free subscriptions** waiting for the writers of the two best letters of 50 words or less telling **who** our cover character is, and making up a little story about him. This competition is **open to Dial subscribers only**. The two winners may have their subscriptions extended for twelve months, or they may send their "winnings" as gift subscriptions to someone else.

You'll find announcement of last month's Cover Contest winners elsewhere in this issue.

THE YAWN PATROL HE'S UP AT 4:30— AND HE LOVES IT!

Lee George has all kinds of "kinfolk" he's never seen. And every week day morning at five, when he goes on the KWTO beam with his Yawn Patrol record show, he has a reunion with all his "adopted" uncles, aunts, grannies and grandads. His conversation is just as informal as it would be at a family get-together. He tells them about his mother-in-law's new hat, his wife's apple pie, the mischief his pint-size Chihuahua dogs have been up to, a chat with his mother.

Three of his "relatives" are sightless—Ed Witmer of Republic, Lena Henry of Pierce City, Millard Workman of Parsons, Kan. He hears regularly from an "uncle" in Biggs, Cal.—Joe Meadows. He gets letters and requests not only from that sunny state, but from West Virginia and Alabama, Oregon, Washington, Wyoming and Texas. And how does that happen? KWTO is the only station on the air, coast-to-coast, from 5 to 5:30 a. m. at 560 kilocycles! (Lee's west coast fans, by the way, are listening to him at 3 a. m.)

Lee, whose portrait is our back cover feature this month, takes a deep personal interest in the lives and habits of the ho-hum hour audience he's been opening up the station for since he got out of the Army four years ago. As he explains it:

"There's a strong and mysterious bond of friendship, even of intimacy, among those of us who are awake very early. We see an entirely different world from those who rise at 6, 7, 8 o'clock—a dark, sleepy and fascinating world that seems, somehow, exclusive and unpeopled. Through that early program, I get a picture of what all my unseen friends are doing, and the picture is even clearer because they write and tell me."

Ed Clark at Linn Creek lacks an REA line, so he's up at four to take lanterns to the laying houses to put his hens to work. "Samanthy" (Mary Scott Hair) of Hurley has stock to tend, and begins her long day with Lee's program. Mrs. R. G. Armstrong, who writes a column in the Douglas County Herald at Ava, does so too. Some listeners have already done their milking; others, far from consolidated schools, are preparing lunch boxes for youngsters who are among the first passengers on the school bus route. Some are just eating breakfast, with many of their chores already done. Some are resort guides, who must get their boats ready by dawn. Some are invalids or semi-in-

valids, troubled by sleeplessness, and others must get up early and drive 20 or 30 miles into Springfield, or a similar population center, to work.

Lee plays whatever they want to hear—classical or crazy, hot or hillbilly. A favorite is his sign-off, "My Best to You" sung by the Sons of the Pioneers, and "Warsaw Concerto" is frequently requested. He may stop in the middle of a record to chat with the paper boy, or break a record he thinks his listeners won't enjoy. Sometimes, in very bad weather, he works with the News Department to inform listeners about closed schools and highways.

The popularity of Lee's chatty, friendly style, his gossip about his family, is evidenced at Christmas time, when he and Pat received a wheelbarrow-load of home-made delicacies—wild crabapple and gooseberry and tomato jelly and preserves, a bit of embroidery, dillies, candy, neckties. A Panther Creek correspondent, for instance, filled a gap in the family sweet tooth, and another in Lee's record library, with an assortment of rare jellies and a new recording of an old favorite.

Except for two years in Illinois and 31 months in the Army, Lee has been with the KWTO management since the first broadcast on the local air, back in 1932. "My sportscast followed some dreamy organ music," he recalls, "and not only was I scared to death, but I was out of the mood!"

Although sports are Lee's first love (he has refereed more basketball games than any athletic official in the middle west, possibly in the entire country), his devotion to his Yawn Patrol work is intense. "Both Pat and I love that program," he says. "We laugh every morning at the Dagwood rush of getting up at 4:30, getting dressed and downing breakfast, and making it to the studio by 5. Besides, we wouldn't give a million dollars for the extra 'relatives' we've acquired through it, and the letters that are lasting evidence of their friendship."

★ OZARKOLOGY

Lou Black, who now reads Floyd Sullivan's "Hillosophy" on Korn's-a-Krackin', has something of a reputation around these parts for expressions of rustic wisdom. "Mighty funny thing about opportunity," he says. "All it ever does is knock, and it's your tough luck if you're not at home. But temptation—it makes sure you're there, first, and then kicks the door in!"

★ WE SAVED THIS PICTURE TO REMIND YOU THAT SPRING IS COMING!

Spring means fishing time to practically everybody around KWTO . . . and it also means that Korn's-A-Krackin' will soon go on the road and its cast can renew friendships with folks all over the Ozarks. So we saved, from last summer, this picture that

combines the two anticipations. Bill Ring and Buster Fellows fished thoughtfully from the side of a floating dock at Rockaway Beach, when Korn played there last summer. Lou Black vainly tried to get them to put down their poles and come back to work.



OFF THE CUFF

. . . STUDIO GOSSIP

You should have seen it: **Lee George's** tiny dog wandering into the Dial office, sticking his nose into a box of February copies, and growling like crazy at the pictures of **Goo-Goo** on the cover . . . **Chuck Bowers** got so fascinated with the latest project of his Staley Milling Co. sponsor—putting a real wishbone in every stack of their poultry feed—that he wrote and asked for one. Now he finds he can't enter their contest, "Why I Like Chicken Every Sunday," because he works for them. "Sure could have used that \$1,000 in cash or one of those trips to Hollywood," he said.

For four days in a row last month, lucky (or psychic) guessers picked out the right key to George's Treasure Chest on the Man-on-the-Street program, and extracted the prize money . . . KWTO alumnus **Paul Mitchell** is playing for the Saturday morning Stars of Tomorrow program, broadcast from the Colonial Hotel at 10 o'clock and

sponsored by People's Outfitting Co. Did you recognize his familiar technique? He was once piano player for Tommy Dorsey's famous orchestra. The public is invited, by the way, to attend those broadcasts . . . Have you heard **Flash** and **Whistler** on "Woody Woodpecker?" Their discordant laughs sound slightly insane . . . **Al** and **Lee Stone** will take their vacation the last of April and visit their daughter, **Jean** (Mrs. Woodrow Nickel), in California. The Nickels expect a child in May, and Al and Lee hope to be there for the event. They'll transcribe their MFA and Sunday programs, and Ozarkanna Corners, to run while they're gone .

It's a wonder **Matt Matthews** still finds time for his Sunday Guidepost program and his Dial column. In addition to filling the Ash Grove Christian Church pastorate, he's teaching music and coaching basketball at the high school there. His program recently offered a beautiful choral reading, "Basic Values," featuring Laura Beth West of Ash Grove, Donna Sue Thompson and Mildred Matthews, SMS students .

INSIDE AT THE STUDIO

BY THE EDITOR
OF THE DIAL

Leave it to **Slim Wilson** to sum up that "March 15th Lament" illustrated on this month's cover. "It's tough enough to have the government tax my income, but the way they tax my brain to figure out the forms is even worse!" . . . "Besides," volunteered **Dale Parker**, "it tax so much time" . . . Of all the meanness kids can think up, **Mary Slattery's** six brothers, all younger, took the cake—at least in the days when **Joe** was courting **Mary**. During the months that he was running up long distance bills, phoning her from all over the country, wherever wartime Air Transport Command sent him, her brothers had the wire tapped. They'd sit in the basement and listen in with ear-phones. "I used to think it was funny," **Mary** says, "that they'd suddenly decide to go downstairs to work on their bicycles everytime I got a call."

A young Springfield City Bus driver, **Luther White**, was basketball gabfesting in a local filling station the other day. He commented that it was a shame the Southwest Missouri State College team didn't get more national publicity, despite its outstanding no-loss record this season—a record no other U. S. college can boast . . . **White**, an ardent follower of **Lee George's** 6:15 p. m. Sports Spotlight, concluded: "I think **Lee George** is the only person in Springfield who appreciates this record enough to try to do something about it. He phoned the United Press after **SMS** had defeated a **Kansas City** team, its 18th straight win, and tried to get U. P. to run a feature on it" . . . A stocky long-faced fellow stepped up and shook **White's** hand and said, "Thanks, buddy," and it gave the bus driver a bit of a start. He didn't know the face, but recognized the voice of—you guessed it: **Lee George**.

Bill and **Thelma Ring** shopped Chicago for the boys, **Carl** and **Bill Jr.**, brought back new clothes and camera reflectors for them. "One present, however, was a mistake," according to **Bill**. "It's a bowling outfit, complete with alley, balls and pins, to be set up at home. Now the noise around there after school and every evening sounds like sound effects for a buffalo stampede" . . . **C. C. Williford** is wondering if it isn't worth six long-distance dollars to find out more about the writer of a mysterious letter he received the other day from **Glendale, Cal.** She described herself as over 21, blonde, blue-eyed, weighing 127 lbs., and active in community life. "Do your pre-

dictions always come true?" she asked. "If so, why not predict a few things for me?" . . . The bachelor weatherman pointed out that she gave him her phone number. "Could be one of them long-lashed movie stars," he mused. "It's just like **George Ade** said: 'When a butterfly gets ready to light, a thistle stands as much chance as a holly-hock'."

Liz Cole, secretary to **Mr. Foster** and Assistant General Manager **Les Kennon**, took a terrific kidding about a postcard **KWTO** received from a **Gentry, Ark.**, listener. The writer said he enjoyed our programs, and wanted to know if we had any girls around 35 years old, about five feet, eight inches tall, blonde, blue-eyed, and weighing about 125 pounds. If he'd been an **FBI** man, he couldn't have put down a more perfect description of **Liz** herself! . . . **KWTO** time-buyers **Arthur** and **Herschel Rubenstein** (they sponsor **Baukhage Tues. and Thurs.**) gave **Radio-Ozark** Manager "**Si**" **Siman** a much-prized gift when his daughter was born. It's a wine-colored necktie with "It's a Girl!" hand-painted in yellow across the bottom. **Si**, hoarse from crowing his pride and smoking his own cigars, finds one of the problems of new parenthood highly simplified. He just unbuttons his coat, displays the tie, and lets it answer all questions . . . The newcomer is named **Quies**, all seven-and-a-quarter pounds of her.

Joe Slattery had no idea he was to be the **Junior C. of C.** "King Valentine," although **Mary** and half the **KWTO** staff had been informed a week in advance. He was crowned at the dance and then "presented" with the "Doves of the Harem," four gangling fellow-members in fantastic garb. Over their shorts they wore harem pantaloons, and their heads, noses and arms were heavily veiled as they danced about him as he greeted every guest there. He finally "gave" them to the boys at the **Monett** table . . . "Graceful?" said **Mary**. "They danced like four cows in a fog" . . . Once again **George Earle** was producer and **Bill Ring** choral director for the **Kiwanis Minstrels**, and both, as usual, got plenty of laughs out of rehearsals. The end men had new and violently colored suits this year, and one of them, **Bill Webb**, picked the loudest—a blue, pink, white and lavender plaid. **George** laughed until his sides split when **Webb** removed his own trousers to try on the costume, and displayed shorts of identical colors and pattern!

TOWN MEETING

RETURNS TO THE OZARKS IN APRIL

Once again—April 12, to be exact—the Ozarks, Drury College and KWTO will be bright spots on the nation's cultural map when Moderator George V. Denny Jr. returns to Springfield with America's Town Meeting.

This distinguished public affairs program, oldest and most honored audience participation broadcast in the history of radio, originated from Drury Field House last June. It was brought to Drury as part of the college's centennial celebration by Lester E. Cox, Springfield industrialist, Drury patron, and chairman of the KWTO board of directors.

At that time, Cox and Drury President Dr. James Findlay contracted for the return of Town Meeting in the spring of '49. The April date was set when it was learned that the famous forum would be taken to Europe later in the season, making a June engagement impossible to fill.

Once again, KWTO, which carries America's Town Meeting every Tuesday evening at 7:30 under Southern Missouri Trust Co. sponsorship, will publicize the special broadcast in advance. Reserved seats, obtainable by mail from Drury, will be \$1. Dr. Denny promises a subject as challenging as the one discussed here last year—"What Will Stop Strikes?"



HERE IN APRIL

Dr. George V. Denny Jr., founder and moderator of the ABC-KWTO feature, America's Town Meeting, returns to Springfield April 12th to broadcast the program from Drury College over KWTO. Dr. Denny is also president of Town Hall, New York.

SPONSORS' CORNER

NETWORK CONTESTS

If you hear a knock in your radio, it's Opportunity. Trips to New York, Caribbean cruises, Servel gas refrigerators are all on the contest list. For instance:

What's My Name, sponsored on ABC-KWTO by Servel and heard every Saturday evening at 6:30, offers a refrigerator, a modern gas range and 365 packages of frosted foods to every listener who identifies the "Mystery Star." Get your entry blanks for these jackpots from any Servel Gas Refrigerator dealer, or simply write name, address and telephone number on a penny postcard to Servel, Box 20, New York, 19, N. Y. You may get the jackpot telephone call from Arlene Francis and a chance to identify the mystery personality from clues Miss Francis and your old ABC friend Johnny Olsen give on the program. Miss Francis has been radio's outstanding feminine emcee since 1939, and you'll enjoy the show whether you're a winner or not.

Every month the Friday 8 p. m. Break the Bank program, sponsored by Bristol-Meyers, starts a new Wish-Bowl. You send in your name and address each month, which gives you a chance to be chosen as a Wish-Bowl contestant for the big cash prizes on this Bert Parks quiz show. To get you there, if you're a winner, Bristol-Meyers pays your expenses to and from New York, your hotel bills for three days, and gives you \$150 in spending money. Bert, by the way, is the boy who goes back into business on the fabulous Sunday night give-away, Stop the Music, sponsored from 7 to 8 by Smith Brothers, Eversharp, Spiedel and Old Gold.

For three weeks beginning March 14, the General Mills Jack Armstrong program (three days a week at 5:30 alternating with Sky King) is offering a gadget kids will love—A Frank Buck Explorer's Sun Watch (small adjustable sun dial) for a Wheaties Box Top plus 15 cents. Every youngster who orders one will receive an entry blank for a Caribbean Cruise Contest. The winning child and one parent will get an 11-day cruise to Guatemala, all expenses paid and \$200 spending money.

What's more, the first 100 youngsters to write the Editor of The Dial for a Frank Buck Sun Watch will receive one free, and an entry blank as well. The Wheaties company is sending these watches to The Dial to stimulate Ozarks area interest in the contest.

FROM THE FILES

. . . A DIAL REVIEW

7 Years Ago This Month

Fred Warren returns to KWTO (now in Shenandoah) . . . Rev. Floyd Hitchcock familiar with Far Eastern war scene, having spent six years in Japan as a missionary . . . In the snapshot section is a picture of Cliff Miles (now in Texas), Dick East (now in Stockton, Mo.), and Vince Harding (now in Nashville).

6 Years Ago This Month

New stage show, "Korn's-A-Krackin'," with Weaver Brothers & Elviry, goes on tour (Weaver Brothers & Elviry now in Hollywood) . . . Wayland Fullington fills vacancy in announcing staff (soon to join staff of an Indianapolis station).

5 Years Ago This Month

Ted Henderson joins staff . . . Walt Clarke in the spotlight (now in Kent, Ohio) . . . Bill Mason builds himself a new home (now here in Springfield) . . . Doctor orders rest for Slim . . . Bill Bailey called to the Navy . . . Smith Sisters join the staff. (Viollet Smith is married to Ted Henderson, both on WALC, Nashville.)

4 Years Ago This Month

Don Sullivan is proud new owner of the silver-mounted saddle he'd always dreamed of (now in Kansas City) . . . Big crowd witnesses Hillbilly Hit Parade in Community Building on Commercial St. . . . Bob Lee in the spotlight (now on local police force).

3 Years Ago This Month

A picture of Clifford Patterson and two sons on front page (Cliff now here in Springfield) . . . Bill Bailey, Junior Haworth, Bob White, Lee George, Bill Ring, Paul Mitchell (now back on KWTO) and Johnny Kiado (now in Hollywood) tell of interesting experiences in the service . . . Plaudits to Pat (Evans) Black from Marshfield Lions Club for her first appearance on "Korn's-A-Krackin'."

2 Years Ago This Month

Fran Booton in the spotlight (now in Des Moines) . . . "Hot Shots" from Manes, Mo., win Square Dance Championship . . . Gospel Singing contest on the air just before "Korn's-A-Krackin'."

1 Year Ago This Month

The first issue of the new Dial . . . Carol Lynn White, daughter of Mr. and Mrs. Bob White, is baby of the month . . . Aunt Martha in the spotlight.

LOOKIN' AT YOU

. . . BY SULLY

Marvin Tong, former editor of the Ozark County Times at Gainesville, Mo., recently returned to the KWTO News Staff, where he was employed for several years prior to his purchase of the Gainesville newspaper. In addition to his other News Room duties, Marvin writes and edits the Ozarks Newsettes heard each week-day afternoon over KWTO at 4:35. Incidentally, this newscast, which is made up of club meetings, school activities, small items of regional interest and death announcements, is a sort of rural newspaper-of-the-air, and if the mail is any standard by which to judge, its popularity with KWTO listeners is steadily increasing. * * *

A few nights ago, about nine o'clock, my home phone rang and a long-distance operator informed me that she was ready with my call to Willow Springs, Mo. I told her that I had placed no call to Willow Springs and went back to bed. Five minutes later the phone rang again and the exasperated operator repeated: "We are ready on your call to Willow Springs, sir." Suddenly the fog lifted and the mystery was solved. I told the operator that I would call her back in a moment, but instead I called Bill Chatham, who was on duty in the KWTO News Room. I told Bill that they were ready with his call to the State Highway Patrol at Willow Springs, but that he had given the long distance operator my home phone number instead of the KWTO News Room phone. Then I went back to bed for forty winks of shut-eye—which Bill, judging by his absent-mindedness, needed worse than I did. * * *

During the ice storms you probably noticed that on many of our newscasts we carried a long list of schools that had been forced to close. Each school mentioned in those lists represented a telephone call received in the KWTO News Room, which should give you a fair idea of the wide area covered by KWTO and the number of listeners it serves. Surveys, as you may know, give KWTO a very large listenership area—93 counties in Missouri, Kansas, Arkansas and Oklahoma. And some programs get fan mail from California! * * *

A letter from Nashville, Tenn., tells us that Fred Rains, former KWTO newsman, is happy in his new job as a radio actor. At present, Fred is engaged in the recording of a series of radio plays and also doubling as a sound effects man.



REUEL HAYMES' FLASHES IN THE PANORAMA

1. This picture will help explain the first Dial Crossword Puzzle, which you'll find elsewhere in this issue. The announcers now have a lounge of their own, with comfortable leather furniture. It's a swell place to read (as Jim Lowe, Chuck Hesington and Lou Black are doing) and work puzzles. Jim and Lou Martin got so good they made up one.
2. Mary Slattery, resplendent in gold crepe, and young Jimmy, help Joe get into his full-dress suit for the first time since college days. The occasion? The Junior Chamber of Commerce Valentine Dance at which Joe, to his complete surprise, was crowned "King Valentine," having been elected by Junior C. of C. wives.
3. Al and Lee Stone select a hymn for the 12:15 MFA show. She is in such demand to play for funerals in Springfield that we had a hard time making an appointment for this picture of the popular couple.
4. Recognize this handsome character? It's John Nelson, whose 1:30 p. m. Bride and Groom program, sponsored on ABC-KWTO by Sterling Drug Co., has launched more than 800 couples on the road to matrimony since 1945. (No wonder the brides sigh when he bestows that good luck kiss!)

THE TRUMAN INAUGURAL . . .

SILBY DESCRIBES
HIS D. C. VISIT

On Monday night, January 3rd, I got a call from Virgil Phillips, secretary of Springfield's Musicians' Union and former KWTO'er, asking me if I would care to go to Washington, D. C., on an all-expenses paid trip to play in the All Missouri orchestra at the President's Inaugural Ball. When I asked for the time off, everyone was as thrilled as I was and told me to go, by all means.

Tuesday afternoon and evening in Washington, at the Cairo Hotel, was spent in practice so that our performance would be without error. Wednesday was free, and after seeing the Capitol, I went to the Washington Monument. From the top of this tall "spike" you can get much the same view of Washington and the surrounding burroughs as you would from a slow airplane. The visibility was excellent the day I was there, and I could see for miles. After marvelling at Washington from this height, where I could see that streets were laid out like spokes from the hub of a wagon wheel, I hopped into a taxi and went over to Arlington, which is just across the Potomac River, to see my old friends Lennie Aleshire and Pete Cassell, both working for radio station WARL. My visit was a complete surprise. That night I went home with Lennie and Grandpa Jones (of Grand Ole Opry fame). Grandpa Jones has a beautiful 9-room colonial home in Lorton, Va., about 30 miles from Arlington. We gossiped about old friends and acquaintances in the entertainment world, played until we were blue in the face, and had a grand time.

Thursday morning, Inauguration Day, I thought I'd never get back to my Washington hotel. The police had the city divided into six sections, and it was impossible to get from one section to another by any sort of conveyance. I'd take a taxi as far as it could go, get out and walk across the boundary line, take another taxi, etc. After three taxis and a mile of walking, I finally made it. We had one practice scheduled for that evening only, which left me free to see the inauguration . . . by television. When I heard over the radio that a crowd of 250,000 hoped to witness the inauguration, which was still three hours away, I decided to watch it the easy way. I was (and still am) fascinated by television, I could see everything as clearly as though I were 20 feet from the platform. And I was much more comfortable! The temperature outside was 45 degrees with a strong wind from the North; and there were no crowds

in the lounge of my hotel. Everyone there was comfortably seated as though in a private home. In the afternoon, I went down to see the parade on Pennsylvania Avenue, and was so far from the street that I could see nothing that wasn't very tall. Nor was I fortunate enough to get a periscope, as many people had. I tried, but they were all sold . . . I didn't even have a pocket mirror, as did many of the women spectators, to hold overhead and look into. I did get some pictures of the parade by holding my camera as far over my head as I could and snapping the shutter.

The President's Ball started at 9:00 P. M., and was the last official ceremony of the Inauguration with dance music provided by three of the nation's top bands, Xavier Cugat for South American rhythm, Benny Goodman for "jump" rhythm, and Guy Lombardo for sweet music. These played for 20-minute intervals throughout the night. The President's arrival was delayed about seven minutes, and as he appeared in the archway leading to the Presidential box, he was heralded by a band from the Military Academy. The President started into the wrong box and was waved back by a Secret Service man. He turned to the crowd with a gesture as if to say "how should I know?" and then beamed a typical Truman grin. The crowd loved it.

The President of Mexico was unable to accept the invitation to the President's Ball, so he sent, by special air express, enough freshly-picked gardenias for everyone at the Ball. Shortly after the President's arrival (at 11:07 p. m.), our performance came up and we were swung into position on the revolving stage while playing "Dixie." Then it was announced over the public address system, and television, that we were a band of musicians from Missouri, and that our appearance had been arranged as a special treat for President Truman by James C. Petrillo, president of American Federation of Musicians. We then played our featured number, "Missouri Waltz." At the end of our selection, the President stood up with his hands clasped over his head like a victorious boxer, smilingly pleased with our appearance and selection. Our encore (wouldn't you know?) was "I'm Just Wild About Harry." The entire performance was broadcast by television and was seen in Detroit by Joe Slattery and several other KWTO'ers who were there on a personal appearance.

(Continued on page EIGHTEEN)

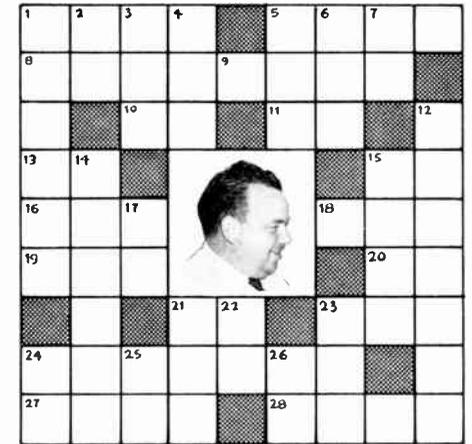
CROSSWORD PUZZLE

ACROSS

- 1 and 5. KWTO Program Director.
8. Broadcasting Co. with which KWTO is affiliated.
10. Printers' measure.
11. Indefinite article.
13. Initials of K-A-K producer.
15. System for amplifying sound (ab.).
16. Fish.
18. What do hens do?
19. Annums (ab.).
20. Afterthought (ab.).
21. You and me.
23. Rested.
24. Sponsor of pictured star's afternoon program.
27. Small island.
28. Last name of afternoon newscaster.

DOWN

1. Last name of KWTO announcer.
2. Contraction for "I am".
3. Sportscaster's first name.
4. Morning announcer's initials.
5. Radio manufacturer.
6. Boy's name (Scotch).
7. Initials of a shrub co. which frequently advertises on KWTO.
9. Personal pronoun.
12. Sponsor of pictured star's morning program.



14. The honor of following Crosby on KWTO is _____ (Possessive).
15. Parent.
17. Popular cigarette brand (ab.).
21. To employ.
22. Initials of KWTO singer.
23. Sometimes this sign is hung out when K-A-K makes a personal appearance (ab.).
24. Seaboard state (ab.).
25. Long telegram (ab.).
26. KWTO hymn singer (first name).

★ BILL AND THELMA HAVE A WONDERFUL VACATION IN CHICAGO

Thelma Ring, Bill's wife, is still in the hospital recuperating from a serious operation, but she has her good times on their Chicago trip to think about.

Bill and Thelma were given the expenses-paid five-day trip in February to attend a Taystee Bread plant managers' meeting at which Bill, who sings for Taystee every morning at 8:15, was to entertain. They arrived in Chicago on a Saturday, saw former KWTO'er Russ Davis who's now working television shows for WGKB, and ate a big smorgasbord dinner at a Swedish restaurant. The next afternoon they had dinner with Phil Bowman of Young and Rubicam Adv. Agency and watched television shows—a play and an amateur hour.

Bill rehearsed on Monday, did his first show on Tuesday—barefoot and wearing his noisiest red shirt, singing parodies. This was followed by a production number with the famous Honey Dreamers, a five-man modern harmony act heard on ABC, Chicago television, and featured in the Cole Porter review at the Sherman Hotel College Inn. The next night he starred with them again, a new English number called "Gal-

way Bay," and he and Thelma were their guests at the College Inn Show. Bill and the Honey Dreamers closed the three-day Taystee meeting on Wednesday singing his 8:15 program theme, "It's a Good Day," with his own words. "You can't imagine what a thrill it was to work with voices like that," he said.

In addition to attending the National Sports Show, a Breakfast Club program on Tuesday morning, and visiting all the stores, Thelma had a big moment when she appeared on the 3:15 Ladies Be Seated program, competing in the game of "Whoa, Tommy!" She couldn't identify a song, "Valencia," and missed her chance to win a bicycle for Billy, but did come off with a silver tray, a metal coffee-maker and a carving set. And as another consolation, she and Bill had dinner with emcee Tom Moore, and Bill bought her a record of "Valencia"—so she wouldn't miss next time. The program on which she appeared was the one that launched Tom's "Granny Be-Bop of the Nation" contest. "I just hope," she said wistfully, "that I'm half as bouncy when I get to be a grandmother!"

WHO ARE THEY?

. . . NAME THE STARS

Through the pages of *The Dial*, you have an opportunity to know almost as much about KWTO personalities as their own families know—to learn how they live, what their foibles and hobbies are, where they grew up and how they came to join our radio family of which you, our readers and listeners, are such a loyal and friendly part. See if you can figure out, from past *Dial* readings, the identities of these stars. You'll find the answers in the April issue, and the answers to last month's quiz at the bottom of this column.

1. He was christened "Herschel," and will probably eat this copy of *The Dial* all in one gulp, without catsup, when he finds out we've betrayed his secret!

2. There are plenty of "Bills" around KWTO (especially around the first of the month) but only one of them is middle-named Edward. Who is he?

Answers to last month's teasers: The person whose first name is the last name of a famous poet is Lowell F. Tennis. We'll tell you, sometime, how this Nixa, Mo., boy picked up the "Zedric." Bob White is the boy who grinds his teeth and chews the strings off his bass fiddle when folks find out his middle name is "Clarence."



BEST BY REQUEST-ER

Newest KWTO "voice" (and youngest) is that of Don Dailey, SMS junior who is working the night shift. His college friends and old Best By Request fans are enjoying his chatter on that Monday, Tuesday and Thursday night record show, and he's your newscaster at 10 p. m. for Mid-Continent Oil and Fellini-Dukewits Ford agency when Chuck Hesington isn't on duty.

★ KORN'S-A-KRACKIN' PLAYS AT SHRINE FOR MARCH-OF-DIMES SHOW

Three thousand people were turned away from the Shrine Mosque in Springfield the last day of January when KWTO's Korn's-A-Krackin' played a benefit "March of Dimes" show. The program didn't start until 7:30, but by 6:45, when people were sitting on the stage and hanging from the rafters, the doors were closed.

An audience of 3500 cheered, stomped and whistled approval of a quiz show conducted by George Earle and Bob Burke, the K-A-K coast-to-coast broadcast at 9 o'clock, a jitterbug contest, and (of all things) C. C. Williford's vocalizing. As C. C. explained it to emcee Carl Fox and others:

"Maybe my singing will be better than my forecasting." According to Lou Black, it wasn't bad: "He tuned up a surprisingly good baritone for 'Beautiful Dreamer' and 'Steamboat Bill,' and while I'm not ready to put him on the network, his voice has plenty more than nuisance value."

Most of the KWTO wives and families attended, including Junior Haworth's wife and daughters, Donna Fay and Shirley Jean.

When the Haworths were returning to Springfield from Iowa, the girls' kitten was killed. Junior bid up to \$7 on the cocker spaniel pup raffled off at the March of Dimes show, hoping to get a kitten-replacement, but lost out to a higher bidder.

Ralph Nelms, former KWTO-er now with Nelms and Fullington Advertising Agency, was chairman of the Metro Club committee in charge of the program, which raised \$844 to fight polio in this area.

FORMER KWTO-ER INJURED

Former radio friends of Pete Cassell, the 31-year-old "blind minstrel" who was on the KWTO staff last year, will want to know of an accident last month in which he was injured. Ruthie, his pretty wife, who drives him to and from work at station WARL, Arlington, Va., was at the wheel of the family car when it skidded on a snow-slick highway into the rear of a cross-country bus. He suffered face and hand cuts and body bruises, but no major injuries. Ruthie was unharmed.

SCHEDULE FOR MARCH

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.—Song of the Day
 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.—Juday 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.—Animal World Court
 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
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Counterspy—ABC (T-Th)
 6:30 p. m.—What's My Name?—ABC (S)

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.—Chapel in the Sky
 2:30 p. m.—Treasury Band
 3:00 p. m.—Armed Forces Radio
 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.—Pat Novak—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

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.—Go for the House—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

YOUR STARLORE

**BIRTHDAY SIGNS
 BY OPAL PORTER**

You talented people whose birthdays come between February 20 and March 20 belong to the "fish" sign Pisces, twelfth and last of the Zodiac. This is the Piscean Era we are ushering out, to make way for the new age, when science will do more and more to overshadow religion. I could write a treatise on this subject alone, but I don't want to cheat the column.

Pisces gave us our beloved poet Longfellow; the greatest of sculptors, Michelangelo; Victor Hugo, author of the greatest classic of all time, "Les Miserables"; Pope Pius XII, E. H. Harriman, railroad magnate—to name a few of its illustrious children.

The Piscean Era brought Christianity, with Christ's birth and crucifixion, hence the term "Sign of Sorrow." Pisceans do seem to carry more than their share of the world's burdens. A compassionate nature makes them easy victims of impositions. But they are shrewd, with well-balanced men-

talities and determination that goads them on to success.

Music and poetry belong to Pisces, and are usually a hobby, if not an actual career. Pisces is a mutable water sign representing deep, still water. Neptune, the mystic planet, gives to its natives the ability to live above the earth earthy; to see and know things that ordinary human beings never glimpse in purely mundane living.

Neptune, well aspected to Mercury or in the mental air sign, gives the silver-tongued orator, the glib salesman, and not infrequently the con man, who could sell the Brooklyn bridge and a couple of floors in the Chrysler building. They are equally effective as preachers.

Neptune rules the theatre, movies; all make-believe. If you have ambitions along the entertainment line, get Neptune's location in your birth chart. He will show your qualifications, if any.

Jupiter is now in your house of Friends. Expand, cultivate new friends. Saturn's opposing your sun-sign; use caution. Neptune is padding your payroll. Accumulate! Save!

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Again we meet in this spiffy little magazine, THE DIAL! And spring is just around the corner. This time I'm off on a slightly different foot—I'm going to give you the old time planting signs, for it's going to be planting time before you know it. Literally hundreds have asked me for these planting signs in the past two or three years and I have sent out loads of copies. You may take these as you wish—as superstitions of our racial childhood here in our Ozarks, or as serious gardening aids. But you'd better take the most of them seriously, as signs that have been tested and tried in the laboratory of hard experience by our "Men of the Mountains." Anyway they're a lot of fun, and like Grandma's bittersweet tea, they won't do you any harm if they don't do you any good.

I think surely you all believe in moon planting. I do. If the moon affects the tides and many other things (and even the scientists know that), why shouldn't it affect planting? A bunch of scientists have lately been testing out the growth of plants at different times of the moon, by some electrical apparatus hooked up to them, and I read last fall, in a very reliable magazine, that they are about to decide that the moon has a direct effect on growth.

First: Plant cabbages, beets, turnips and onions when the sign is in "the head." (Get an almanac!) Beans, cucumbers, sweet potatoes, corn, watermelons, carrots, parsnips and icicle radishes when the sign is in the "arms" and "going down." Trim grapevines and fruit trees in February. Everybody does that anyway, I think. I take a great deal of this from Vance Randolph's works, and he has thrashed this matter out, with early pioneers, for over thirty years.

Never set a hen "when the wind is in the southwest." Wean a colt or calf when the sign is "in the abdomen;" also a baby. And you'd better take a fool's advice about the baby—or you'll get into trouble. Of course that's wasted ink because nobody nurses babies any more. Nature makes 14 chemicals in mother's milk which have never been and never can be reproduced, but we don't use them any more! But believe me, you go to the big clinics now and they are telling the women off pretty straight about this matter!

I remember the old almanacs used to be "Dr. Mile's Almanac," "The Ladies' Birthday Almanac," and "Swamp Root Almanac." I think they still have a few, for I got one this week at a drug store. In the almanac

you get "the signs." Old Uncle Roop used to do everything by "the signs." Even cutting his fingernails!

As to the moon, plant vegetables which make food chiefly under the ground in the dark of the moon . . . such as onions, beets, potatoes, turnips, radishes, peanuts, etc. Plant those which bear their edible parts above the ground in the light of the moon.

Garden truck in general is prosperous when planted on Good Friday. Valentine's Day is a wonderful day to plant peas for food and sweet peas for flowering. And **ALWAYS** plant lettuce on Valentine's Day, but you let that go by now—unless perhaps a lot of you planted on that day anyway.

Turnips sowed July fifth make a good late crop. Potatoes are planted in the sign of Virgo. Some plant them on Saint Patrick's Day, the 17th of March, or on the 100th day of the year. They must always be dug in the light of the moon or they will rot.

Beans are always planted when the sign is "in the arms." Plant them in Virgo and you will get fine large plants but no beans or blooms at all . . . Bunch beans should be sowed Good Friday. Many think, however that this day is too early in our Ozarks, but it didn't used to be. The seasons have changed so.

Always plant beans in the morning, never in the afternoon. I was planting a row of beans in the afternoon one time and a good friend, a colored woman ("Miss Ada" we called her), came by . . . and I'll declare, she nearly had to go to bed sick over my planting! And I scarcely raised a bean! I told Miss Ada that she "hexed" my beans.

Beans planted in May never amount to much. Sow cabbage when the sign is in the "head." Plant cucumbers when the sign is in "The Twins" or "Scorpio." Prune fruit trees in the light of the moon, without fail. There is an old belief that sprouts cut on the ninth and tenth of May will never come back. Try it. To deaden trees, do it between the first and twentieth of August. Many have written me that this advice worked out. (The sign then is in "Virgo" or "Gemini.") Never laugh while planting corn or the kernels will be irregular. A good farmer never shingled his hair while his corn was getting its first growth, or it would be stunted. Believe it or not!

Well, take this advice or don't take it . . . I'm not charging you a penny for it! When you can get anything free nowadays, you'd

(Continued on page EIGHTEEN)

SPORTS SPOTLIGHT

. . . BY LEE GEORGE

Big things are happening in the world of sports. Baseball is right in the middle of perhaps its most crucial moment since the "Black Sox" scandal. Danny Gardella's suit involving the reserve clause in Organized Baseball contracts has caused the game's bigwigs to shudder and shake. It has also caused the game's legal minds to delve into dusty tomes in an effort to counteract the moves of Danny's attorneys. The effect of Gardella's case if it is decided in his favor would rock baseball to its foundations, according to the opinion of most baseball men. The reserve clause has been the club owners' hold on the players.

This Gardella story and the appeal by Mickey Owen and 10 other ex-Major League players for reinstatement in professional baseball, and repeal of their five-year ban, made interesting baseball news as the major league teams began leaving for spring training.

Basketball is on its last legs for this season and Springfield is grabbing a big hunk of limelight as the Southwest Missouri State Bears rack up victory after victory without defeat. As of Feb. 21, the Bruins had won 20 straight games and were the only unbeaten college team in the country. After 23 years with the Bruins, coach A. J. McDonald is on the verge of attaining that which is every coach's dream—an unbeaten season. The Bears' play has drawn nationwide attention to the Springfield school and has given it more national publicity than ever before.

The Missouri State High School Basketball Tournament is slated for the SMS gymnasium the second week in March, and 600 high school teams have started elimination play-offs to decide on the ultimate 16 teams to participate in the tournament. Beaumont of St. Louis, the defending champion, lost all five of its 1947-48 starters and indications are it will not be among the 16 teams to fight for the top honor this year. Bowling Green, Owensville, Buffalo, Lebanon, Normandy of St. Louis and Lillis of Kansas City are some teams prominently mentioned as championship possibilities.

The Marshfield High School "B" team has won 49 straight ball games. Of course the "B" team has not always been composed of the same players over the period of time it has taken to win the 49 games, the majority of the winners having graduated to the "A" team.

A. A. KELLER**FATHER OF
AGENT DIES**

Charles C. Keller, Greene county agricultural extension agent and KWTO Farm Hour commentator, has shared interesting reminiscences about his father in the weeks since A. A. Keller passed away Jan. 24. A pioneer in farm organizations who settled 62 years ago near Jonesboro, Ark., Keller was 84 when he was stricken by a heart attack.

"He just leaned against the wall and went to sleep," C. C. told KWTO friends. "But he was active and full of plans up to the moment of his death. He helped get the first church in that community established, back in the days when he used to haul cotton from Jonesboro to his father's gin, 60 miles from Memphis, by oxcart, and bring supplies back to Arkansas the same way. Only recently he was making plans to rebuild Keller Chapel."

A. A. Keller had been a leader in every farm organization in the vicinity, led the movement to establish four Arkansas agricultural colleges, was a school director for 27 years, and taught his sons to appreciate not only wise use of the land, but to be receptive to new and progressive ideas. Of the seven, one is a postmaster, two are professors, two are county agents, one is a merchant and one is with a packing company in Chicago.

"If there is any comfort to be taken from death, we have it about our dad," C. C. Keller said. "He'd led a full and useful life, the good that he did brought helpful advantages to many others, and he passed away quickly and without pain."

The Keller family is distantly related to Helen Keller, the brilliant, blind writer and lecturer.

SAM'S ALMANAC

Sam (Clowning) Cowling, the chief heckler of ABC's Breakfast Club, has inserted the following Fiction and Fact into Sam's Almanac: "Women drivers can be very healthy and still take a turn for the worse."

ANOTHER PARKERISM

Punster Dale Parker, who plays on words as often as he plays on his guitar, explained the other day why you have to be careful when it's raining cats and dogs. "You might," he said, "step in a poodle." This time Chuck Bowers went him one better. "Besides," he said, "it might hail taxi-cabs!"

INQUIRING REPORTER

Violet Gamble Morton: What do you plan to do when spring comes?

Lou Black: I'm going to get my palomino horse ready for the horse shows. I usually do a lot of fishing when bass season opens, but I won't have much time to go fishing this year.

Monty Matthews: I'm going to go wading in the nice, fresh grass so I can feel the green against my toes. Of course I have other plans too . . . a little more serious.

Aunt Martha: In the spring you can do the things around the house that you've planned during the winter. I'm going to get outside and enjoy the spring air. We're going to have our yard landscaped and plant lots of flowers.

Shorty Thompson: I think I'll trade our home for a farm. It's just too small. "Give me land, lots of land. I like to be where live stock roams." And I mean, I really do—I don't just sing it.

★ THE THREE BEARS

Over 300 postcards and letters proved the popularity of last month's Cover Contest, with Mrs. R. T. Hall of Avilla and 12-year-old Dale Hancock of Cassville running so neck-and-neck we gave them both a prize. They guessed correctly: The cover pictures reminded Goo-Goo of "The Three Bears." There were many other correct guesses, but theirs got here first. Dale had his subscription extended; Mrs. Hall gave hers to a friend.

The thing that delighted Goo-Goo, who read every single card and letter, was how many different stories readers were reminded of. Mrs. Paul McKinney of Morrisville said "The Red-Nosed Reindeer." Idell Maples of Alpena Pass was one of several who suggested "Humpty-Dumpty" — after the fall. Velma Wheeler of Lakenan — "Little Orphan Annie." Mrs. Omer Vaughan of Hancock — "Bo-Peep." (That lamb he was holding, by the way, is the favorite stuffed animal of the Dial Editor's cat, Shoo.) Auda Mitchell of Neosho and Christena Manning of Pittsburg suggested the "Three Little Pigs," Katherine Buttram of Niangua "A Day at the Circus," Mrs. Ray Kincannon of Fordland "Alice in Wonderland."

Good-Goo said to tell everybody, including Amos and Martha Hubbard of Stockton, that if they guessed "Simple Simon" (and many did) they are now forgiven.

HILLBILLY HEARTBEATS

(Continued from page SIXTEEN)

better take it. One time in my childhood there was an old man who got very mad at a neighbor over some cattle and fences—as they always did. He said, "I would a-kilt that son-of-a-gun, but the signs wusn't right!" So it's a good thing to stop and think about the signs before you do things. It might work some good—it did for him!

Goodbye—and I'll see you next month if the signs is willin'. In the meantime, if any of you get married this month, be sure you are standing "length-ways of the boards," and not crossways! Otherwise you'll be "a-jowerin' an' a-quarrelin' and a-partin'!"
—MAY

INAUGURAL

(Continued from page TWELVE)

The ladies will want to know that I caught several glimpses of Margaret Truman while she was dancing, and was struck by her vivacity, the warmth of her smile and the sparkle in her eyes. Pictures I've seen of her don't do justice to her coloring and her personality.

We were nearly a week preparing and traveled about 2800 miles for an appearance which took only 10 minutes, but which may well be the outstanding 10 minutes of my career.

HAPPY BIRTHDAY TO:

Floyd Sullivan.....	March 1
Bill Hickman.....	March 15
Doc Martin.....	March 15
Lee George.....	March 31



GOODWILL REUNION

George Rhodes and Aunt Martha take time out from a Goodwill Family rehearsal to talk over old times.

FORD-DEARBORN CREW . . . EXPENSES - PAID TRIP FOR THOMPSON SHOW

Remember the story in last month's Dial about the Dearborn Roundup? That's the series of transcribed programs starring the Shorty Thompson gang, with the Matthews Quartet, Penny Nichols and Announcer Joe Slattery, that Ford Tractor-Dearborn Farm Equipment dealers are running on their local stations all over the country.

The series was launched with a January round trip to Detroit for the gang, to play for a three-day distributors' meeting. Again in February they made a junket at Ford-Dearborn expense, leaving on the 8th for Indianapolis, and playing large meetings in Columbus and Louisville as well. They played luncheons and receptions, a square dance and three sample "broadcasts," and were a smash hit everywhere they went. The State Fair Boards of both Indiana and Ohio asked them to come back and play summer engagements. (They're already heard on 11 Ohio stations.) Dealers sought them for summer meetings.

Bob White borrowed bass fiddles from the musicians' union at each stop. And this time, Zed did not throw everybody into a dither by forgetting his fiddle. Doc Martin tried out a new attachment on his electric guitar; Sue Thompson used the elegant new accordion Shorty bought her in Chicago. It's as big as a jukebox and takes two men to carry all the paraphernalia. "Why," she said, "don't I just travel with a grand piano?" Joe Slattery and Penny weren't along this trip.

You can imagine the appearance the various acts presented at all their engagements, dressed up in "show clothes." Sue and Shorty wear custom-made white flannel western suits trimmed in Kelly green. Sue's with a skirt, both with green arrow binding on the pockets. Shorty and his boys wear pearl-gray western Stetsons, and Doc, Bob and Zed deck themselves out in brown, pin-striped frontier pants, two-toned green gabardine shirts with western yokes, and yellow ties. The Matthews Quartet is

costumed in gray gabardine double-breasted suits and wine-colored ties with a white cathedral window pattern. The acts make an even greater impression at these meetings because they neither drink nor gamble, and have such mannerly conduct. Said one Ford-Dearborn official: "It's a fine thing to meet entertainers who aren't show-off, and who are so beautifully behaved."



★ "THESE ARE MY JEWELS"

Do you remember the old Italian story about the mother of the Gracchi? When a rich and haughty acquaintance came to call, and to brag about her Christmas-tree load of jewelry, her diamonds and emeralds and pearls, the mother called in her two fine sons, held them close to her, and smiled at the wealthy woman. "These," she said, "are my jewels." This fine picture of Sue Thompson and her two grand boys, Gary and Wayne, portrays that same happy family relationship and fond pride.

GLAD BULBS OFFERED

Edith Hansen continues to offer, on her 2:15 p. m. Kitchen Talks, 15 fine Burpee gladiolus bulbs for 25 cents and a Perflex Cleanser box top. Ladies Be Seated continues to feature merchandise awards for Heart of Gold letters read on the air. Nominate a neighbor or friend for having been helpful to others, send your letter to Heart of Gold, Box 33, New York, 20, N. Y.

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★ PORTRAIT OF THE MONTH — EARLY BIRD LEE ELWOOD GEORGE

They say that one sign of greatness is the ability to do without sleep and cat-nap at odd hours to make up for lost "sack time." If it's true, then Lee George is right up there with Caesar, Napoleon, Thomas Edison, and the other big brains who could freshen up with a half-hour snooze. Lee is up at 4:30 every morning to launch 45 minutes of Yawn Patrol at 5 a. m. He's

busy through the day answering mail and preparing his famous Sports Spotlight, which he brings to the air under Knight Oil Co. (B-Square and Valvoline) sponsorship every evening at 6:15. Lee also puts in several evenings a week officiating at various sports events. You'll find a story about this familiar KWTO personality in this issue of The Dial.