



The
KWTO
DIAL

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

If the numbers 8-49 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

One of the most spoiled—and admired—"juniors" in the KWTO family, is Laddie, 4-year-old toy Pinscher who is the pride and problem of News Chief Floyd, and Virginia, Sullivan.



★ HERE'S THE MAIL THAT WELCOMED THE FIRST COPY OF THE DIAL

Our birthday story on the opposite page will tell you how long ago this picture was taken. The beaming characters in it are

Ralph Foster, Mrs. Gladys McKee, former KWTO secretary, and Bill Bailey, smiling happily over orders for the very first Dial.

HAPPY BIRTHDAY TO US!

THE DIAL BEGINS
ITS NINTH YEAR

Comparative newcomers to the big KWTO Dial family of 60,000 would be surprised to learn how often we hear, from subscribers: "I've been taking The Dial since the very beginning and have saved them all—even that first free copy!"

'We're always pleased and encouraged by such loyalty, especially when another anniversary rolls around and we look back upon the years of struggle and experiment to make the magazine a success.

For the benefit of those who came in late, let's review the beginnings of The Dial:

It originated, as most big KWTO ideas do, in a casual, feet-on-the-desk pow-wow in the office of President and General Manager Ralph Foster. The problem: Thousands of people were writing KWTO every year asking for information about the stars. Wasn't there some way of answering their questions without hiring a whole battalion of stenographers?

"How about a monthly newspaper?" somebody suggested.

And in three weeks KWTO had one—named by Ralph Nelms, introduced by Bill Bailey on his "What's New on the Air" program, authored by practically everybody in the building except the termites, and dated August 15, 1941. This first copy, offered free, was ordered by 9,000 Ozarkians who were invited to subscribed to the 8-page, tabloid-size newspaper at 50 cents for six months. A short-term offer was considered safest: suppose The Dial demand wasn't great enough to keep it up?

The demand was greater than anybody at KWTO expected, and The Dial grew steadily to a prominent place in the Ozarks scene under the successive editorships of Ralph Nelms, now head of Nelms & Fullington Advertising Agency; Wayland Fullington, now program director of WIRE, Indianapolis; James Fuson, now managing a station in Tuscola, Ill., and the present editor. It remained a tabloid newspaper until March, 1948, when it changed to the present size, and Dial friends of a year and a half will recall what a disappointingly poor cover that one was: It looked more like a glob of mud than a photograph!

Loyal KWTO fans stuck with us, however, and their reward came in the form of expensive but worthwhile "bonuses": An increase to 20 pages with the April issue; the addition of color covers and high-grade, glossy outside stock in May. The policy of losing money on The Dial **on purpose**, to

give members of the Dial family the best possible magazine, was more firmly established than ever.

Leafing through the first three or four copies in our files, it's interesting to inventory the KWTO-ers who are still with us. The turn-over in radio is tremendous, so it's surprising how many old-timers are still here. Floyd Sullivan, News Chief, has been writing his Dial column under the same title since the first issue. It also carried a picture of C. T. Patterson, the brilliant and kindly man who is still, as then, research director for Lipscomb.

Smokey Lohman, now on National Barn Dance, and Buster Fellows, a KWTO favorite still, were pictured in the first Spotlight column. And the names and pictures of Al and Lee Stone, Bill Bailey, Fritz Bauer and Leslie L. Kennon (then National Advertising Manager) appeared that fall.

Bill Ring was an indispensable then, as now. Lou Black was described as "the most natural, unaffected fella on the staff." Zed Tennis was quoted, in the second issue, as saying of a grinning beauty who visited the studios: "She's more dental than mental!" George Earle, not yet a Dial columnist, was the "Man on the Street." Slim Wilson, Aunt Martha and Junior Haworth smiled from the picture accompanying a Goodwill Family story. There was news of Judy and Jane, who are still with us, and a picture of the girl who plays Flossie Herringbone in the Ma Perkins series, which returns to KWTO Aug. 1 at 1:15 P. M.

Jim West, the Shaffer Sisters, Boots and Bobbie, Jack Baker, Hugh Aspinwall are among the ones who moved on, but the nucleus of the Dial family gathered together by Ralph Foster has remained essentially the same.

★ OZARKOLOGY

Shorty Thompson, a fast man with a good laugh, has been beset by the housing shortage ever since he returned to the Ozarks, and hopes eventually to build on his farm near Mountain Grove. Meantime, Shorty is authority for the fact that "the only man satisfied with his lot in life is the one who has a house on it. Seriously," he continues, "this talk about hard times comin' on is a lot of nonsense. Who ever heard of a depression in the midst of a housing shortage?" he asks. "There aren't enough doors for the wolves to be at!"

INSIDE AT THE STUDIO

BY THE EDITOR
OF THE DIAL

Chuck Bowers, George Rhodes and Buzz Fellows kept the most unusual personal appearance engagement of the year at Rock-away mid-month. The square-dancers they were to play for didn't arrive—but they got paid anyway . . . Did you hear the Red Star Cornfield Follies program on the afternoon that **Chuck** and **Doc Martin** not only replaced **Homer** and **Jethro**, who were away that day, but sang the garbled H. & J. version of "Tennessee Border?" It was done as a gag, and was as much of a surprise to emcee **Bill Ring** as it was to others on the show, but **Homer** and **Jethro** pretended to take it seriously. "Days . . . weeks . . . years we spent perfecting that lovely number!" they howled. "And you come along and steal it from us!"

A kindly landlord (there are quite a few, really) came to the rescue of **Doc**, **Merle** and **Mickey Martin**, who found vacation-time upon them before they'd made plans. They spent a few days at the landlord's private cottage on Lake of the Ozarks, where **Doc** caught some nice bass and perch. Just one afternoon of fishing was enough for small but independent **Mickey**. "I wouldn't want to sit that still for that long," he said, "even in a good movie. Besides, I don't like fish!" . . . The **Martins** rounded out their two-week holiday with a visit to Kansas City . . . **Gene Monbeck** got an answer to his "ad," in last month's Inquiring Reporter column, from Rhyming Rita, who apparently deserted **Don Dailey** to encourage **Gene** in his search for a spouse.

You'll find some evidence of how the heat wave hit **KWTO** in the first and second pictures on page 9. Even more of it developed the night of July 22, when **Junior Haworth** and **Doc Martin** borrowed a 1918 Maxwell to drive to the midget auto races, and made it! (In an hour and a half, with five stops for water and two stops for cranking, each way) . . . **Roy Lanham**, his wife, and 15-months-old **Linda Louise** are comfortably settled in one of Springfield's most modern houses, a "solar" house in which the warmth of the sun is utilized to help heat it. "Not," **Roy** observes, "that we've needed it lately" . . . Did you know that **KWTO's** Tuesday night MBS network broadcast of **Korn's-A-Krackin'** is played back Saturday mornings at 10 for daytime listeners? . . . **KWTO** engineer **Andy Lawrence** had the season's prize fishing experience at **McDaniel Lake**. A small perch

swallowed the worm on his hook, a two-and-a-half pound bass swallowed the perch. **Andy** hauled them both in and found the worm in shape to toss in again!

Myrtye Dean Little, sweetheart of the switchboard, had the vacation thrill of her life—a trip to New York City. **KWTO** stay-at-homes could tell what a wonderful time she was having from the deluge of postcards with pictures of Empire State Building (she went to the top), St. Patrick's Cathedral across from Rockefeller Center on Fifth Ave., one of the world's biggest restaurants, in Brooklyn. She's been starry-eyed since her return . . . Watch next month's **Dial** for the picture of **Les** and **Ruth Kennon's** delightful new home . . . According to **Slim Wilson**: "Folks say that splitting the atom has caused a lot of trouble. But look what happened when **Adam** was

(Continued on page THIRTEEN)

★ COVER STORY

The **Dial Question Column** anticipates the query many of you will want to make after seeing our August cover:

Q. Are **Homer** and **Jethro** people?

A. We're still trying to find out.

Whatever these face-making, phrase-making zanies are, they're certainly famous. **RCA Victor** took a full page ad in **Billboard Magazine** June 25 to advertise their recording of "Baby, It's Cold Outside," and to feature a big picture of them with **June Carter**, who made the record with them. The disk is selling like wildfire, and record columns in national magazines predict it will be the top-selling "oattune" (hillbilly number) this summer.

All this publicity, and the clowning record, have attracted the attention of booking agents from Texas to Washington, D. C., all asking them to make personal appearances. And the crowning excitement came when network and recording orchestra leader **Spike Jones** wired from Hollywood, asked them to call, and wanted them to join his band of uninhibited musicians for a show in Dallas.

Homer and **Jethro** may be demons at the mike, but they turn shy as colts when it comes to dealing with "celebrities" (as if they weren't). They asked "Si" **Siman** to call **Spike Jones** for them. "I could play his program without a tremor," said **Jethro**, "but if I had to talk to him I'd choke right up!"

PROGRAM ROUNDUP . . .

NEWS OF SPONSORS
AND TIME CHANGES

The lovely young woman in the picture at the right is representative of the fine afternoon entertainment KWTO is offering Ozarks housewives Monday through Friday. She is Jane North, the spunky young widow in Folger's "Judy and Jane" series, mother of Carol, Sonny and Joyce, loyal friend of Judy and Jerry Boggs. The true-to-life adventures of Jane (Betty Ruth Smith, formerly of Wichita, Kan.) are followed by KWTO listeners at 2 p. m.

Afternoon programming for the home-maker begins, on KWTO, with Kroger's "Linda's First Love" at 1 p. m. It is now followed by one of radio's most celebrated serials, "Ma Perkins," sponsored by Oxydol at 1:15. We're glad to welcome this 16-year-old daytime favorite back to KWTO, because Ma Perkins, the courageous widow of Rushville Center who believes in living by the Golden Rule, has many counterparts among Ozarks women, as well as many friends among them.

Bride and Groom, sponsored by Sterling Drug Co. on ABC, is still with us from 1:30 to 2 p. m. weekdays, spicing the afternoons with the flavor of young romance. And Edith Hansen's helpful Kitchen Talks, sponsored by Perfex, continue as a 2:15 feature, always making attractive premium offers on Glosstex starch and Perfex Cleaner.

* * *

When ABC's Sunday night Stop the Music zoomed to top national popularity under Eversharp, Old Gold and Speidel sponsorship, we thought that a give-away high point was reached. But here comes ABC with another grand prize show which follows Walter Winchell and Louella Parsons, Sunday evenings at 8:30.

Title of the program: Chance of a Lifetime. Bruner-Bitter Inc. makers of watches, watch bands and jewelry, sponsor this program in which the studio and listening audience have a chance to compete for prizes valued at (hold your breath!) half-a-million dollars. John Reed King emcees the show, and prizes will range from a \$2,000 diamond ring to a completely furnished \$25,000 house. The home listeners simply send in telephone numbers to participate.

Adam Hats replaces Lee Hats as sponsor of the ever-popular Drew Pearson Sunday afternoons at 5.

* * *

New spot announcement campaigns are being carried on KWTO on behalf of Heinz Baby Food and Nu-Way Bleach.



★ JULY COVER CONTEST

As usual, there were some far-afield entries in our cover contest. The snoozing man and the little girl with the firecracker who decorated our red, white and blue July cover were variously guessed at as Junior Haworth and Donna Fay, Fritz Bauer and Victoria, Joe Slattery and Victoria, Chuck Hesington and Bonnie Sue. They were Bob White and daughter Carol Lynn.

The race was so close that we had to select three winners instead of one, all of them for originality. They are: Mrs. John Plumlee, Oakland, Ark. ("I'll show mama I can wake daddy faster than she can!") Mrs. Ed Hart, Bradford, Ark. ("If Bob White really is a quail, that firecracker will make him sail.") Miss Jeanne Snelling of Stover, Mo. ("Who sizzles a hair on your curly head, gets a spanking and sent to bed.") Each wins a year's subscription to The Dial. Each can have his own extended, or send it to a relative or friend.

We'd like to give honorable mention to Edmond Stout of Aurora; Mrs. Elza Herron, Gassville, Ark.; Roy Carpenter, Batavia, Ark.; Fay Sandberg, Cassville; Mrs. H. E. Hoover, Carterville; Mrs. John Sorrell, Owensville; Ann Buck, Hartville; June Weaver, Stephens; Mrs. Miriam Denby, Springfield; Orvel Stroud, Hermitage; Mrs. Rosa Cook, Springfield, and Wanda Lou Masters, Aurora, who described our cover as a 12-inch firecracker set off by a 24-inch girl. Each of these can send a complimentary issue of The Dial to any friend.

DEAR DIAL:

QUESTION COLUMN

Q. Where can I pick up the Ma Perkins program? (Mrs. P. M. B., Rockbridge, Mo.)

A. Ma Perkins, a great favorite throughout the Ozarks, is back on KWTO at 1:15 Mon. through Fri. as of Aug. 1.

Q. Is Penny Nichols going to have a baby? Where is Betty Lou Jones? How old are Homer and Jethro? (G. J., Oakland, Ark.)

A. Yes, Penny's baby is due some time before the middle of September. Betty Lou Jones, just out of high school, decided that life in the city was a little lonely, even though radio was a pretty exciting business, so she returned to her family in Cabool. Homer and Jethro are both 29 years old. The picture of Chuck Bowers that you requested is on the back cover of this issue.

Q. I'd like to see a large picture of Junior Haworth in The Dial; also the Goodwill Family. Is Junior married? (A New Dial Reader, Nixa, Mo.)

A. Yes, Junior is married and has two small daughters. We'll fill your picture requests in the next few months.

Q. Is Carol Lynn White the White's only child? (Mrs. W. D. P., Strafford, Mo.)

A. Yes.

Q. I'd like to see pictures of Zed Tennis and Bob White's families; also the Gamble twins. Where are these folks: Selby Coffeen, Vesta Gamble and Jack Crandall? (M. L. R., Fort Scott, Kan.)

A. The pictures of the Tennis and White families will be along in a few months (just last month, remember, we had Bob and Carol Lynn on the cover), but the picture of the Gamble twins had better wait until Mrs. Jimmy Morton's (Violet Gamble's) baby arrives next month. Selby Coffeen is still with us, and is Al Stone's competent assistant in the transcription department. Vesta is KWTO mail clerk. Jack Crandall, according to his friend Chuck Bowers, is in Wichita.

Q. Did Penny Nichols write "Careless Hands"? The first time I heard it, she sang it on the 11:45 Lipscomb program. (Mrs. R. C. P., Richland, Mo.)

A. No, the tune was not written by a KWTO-er. Penny is about the only one on the talent staff who hasn't tried her hand at composition. Dale Parker, as you probably know, is quite a successful composer, and Chuck Bowers has had a song accepted by a publisher.

FROM THE FILES

... A DIAL REVIEW

7 Years Ago This Month

Boots and Bobby are guest stars on the Blue Network over a Memphis station. (Boots married and living in Pasadena, Cal.; Bobby married and living in Springfield).

6 Years Ago This Month

R. D. Foster in spotlight . . . Skinny Thomas is out of the Army. (He's now trumpet player in Fairmont, Minn.)

5 Years Ago This Month

Don Sullivan is added to staff (now an entertainer on KMBC, Kansas City) . . . KWTO "Hillbilly Hit Parade" to be presented at Ozarks Empire Exposition.

4 Years Ago This Month

Slim and Aunt Martha on Busy Bee show . . . Green County war heroes honored on Wednesday night KWTO program.

3 Years Ago This Month

Ann Ryan in spotlight (married to Bill McCord. Both are doing radio and television shows on WLW Cincinnati, Ohio) . . . Smokey Lohman returns to KWTO to unite "Prairie Playboys" after five years (now at WLS Chicago).

2 Years Ago This Month

Jim Fuson leaves for Peoria post. (Now Station Manager at Tuscola, Ill.) . . . \$50 check awarded to writer of best line for limerick.

1 Years Ago This Month

The Dial celebrates its 8th anniversary with 12 pictures on the cover.

★ JULY CROSSWORD PUZZLE

Crossword puzzle grid with words filled in: DALE PARKER, WODEN ONEIDA, EGO ILL ELI T, A MD O LOT A, TYRO HERO OAT, HEARN FRAT, R OAL, ABC UR E, LA BANJO TO, VOTE RUE CURD, ANON ITE ANTI, TEND ASP ADAM. Includes a portrait of Dale Parker.

WHAT IS RADIO?

BOB GLYNN INTERVIEWS
CHIEF ENGINEER BAUER



(Editor's Note: This is the first of a series of stories interpreting, for Dial readers, the technical side of KWTO's operation. Author Bob Glynn, pictured at right below, is a KWTO News reporter. Above: Fritz Bauer.)

Remember the song of a few years ago that went like this: "The music goes 'round and 'round and it comes out here"? That's a highly oversimplified way of telling you what happens when people stand before microphones in a KWTO studio producing voice or instrumental sounds that come out of your radio a split-second later, even though you live a hundred or more miles away.

Fritz Bauer, the tall, thoughtful, bright-eyed, wizard whose domain is the mechanical and engineering side of KWTO life, laughs when you ask for a fuller explanation of this modern miracle. "How much fuller?" he wants to know.

"Full enough that Dial readers can marvel at it with us; not so full that they give up in bewilderment half-way through this article. Surely many of them would like to know just what happens between the studio and sets in their own homes."

Fritz settles easily in a chair in his cool, plaid-papered office, props his feet on the drawing board, clasps hands behind his head, and starts reducing a complex story to its simplest terms:

"The microphone in the studio receives a sound and sends it into a wire which runs into the control room, which is right next to the studios," he begins. "There's

always an engineer or operator in there, watching the studios through windows. The sound the mike sends him isn't loud—"

"Loud as a mouse squeak?" I ask.

"Much softer," he grins. "It has to be amplified, made louder, many times over before the operator can hear it on his speaker. Ever notice how he keeps busy with plugs and switches, dials and indicators on his instrument panel?"

"Yes . . ."

"He's doing several things. He is amplifying the sound. He is 'mixing' the output of various microphones, if a program is using more than one. If he didn't do that, the sound of music over one microphone would drown out the singer or announcer at another. A third thing he does, besides amplifying and 'mixing', is to control the average level of voice or music so it won't overload or strain equipment at the transmitter, and so it will come out of the receiver at a constant volume."

In addition, he told me, the operator is like a traffic cop. He switches from studio to studio, from ABC network to transcribed program in the announcer's booth, keeping the right programs flowing at the right times with split-second timing.

"All right," I said, "I've got this sound from the studio into the control room, and it's mixed and amplified and leveled. Now, how do we get it to the transmitter where the signal towers are?"

Fritz puzzles a moment: "Not by carrier pigeon," he teases. "Actually, telephone

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PORTSIDE PATTERN

BY GEORGE EARLE

You know, friends, I wouldn't give two shakes of a dead lamb's tail for a boy or girl who didn't have a little spunk. By that I mean enough gumption to stand up for his rights and not let others continually take advantage of him or run over him.

Of course, that doesn't mean that a youngster has to be quarrelsome and ready to fight at the drop of a hat. A child should be taught self-respect and to have the courage of his convictions.

I believe the best way for anyone to acquire that "just right" amount of spunk or gumption is by developing a strong sense of humor. I learned a worthwhile lesson while quite young and that was to laugh with people. No one will ever get very far in kidding or razzing you if you go along with the joke . . . Laugh with that person!

* * *

I attended kindergarten at the old Humboldt School in Saint Joseph, Missouri. I had a temper and I was quite sensitive to jibes. After school, on the way home, other boys would tease me to a frenzy by singing, "Georgie, Georgie, puddin' n' pie, kissed the girls and made them cry," etc. I would get so angry I'd chase them with rocks and sticks.

This came to the attention of my kindergarten teacher, a wonderful lady whose name was Miss Martina Martin. She kept me after school and gave me some advice I haven't forgotten to this day, because it still works! She told me to sing the song right along with the other boys and girls the next time they started the "Georgie, Georgie" chant. No matter how it hurt my pride, I was to sing just a little bit louder, and, whatever I did, not to show them that they were getting my goat.

* * *

Well, the same tormentors were waiting for me outside the school building. Scarcely had I stepped outside before they began the familiar refrain. For a brief instant I flushed and nearly forgot my teacher's advice. But I managed to pull myself together and try it. I joined in the song, shouting just a little louder than the others. It didn't take long. It wasn't any fun teasing anyone who seemed to enjoy the joke.

Yes, it worked, and it still works! I'm a big boy now. And . . . when I hear the refrain, "Georgie, Georgie, puddin' n' pie, kissed the girls and made them cry," I simply say, "Yeah, cry for more!"

LOOKIN' AT YOU

. . . BY SULLY

Paul Glynn, KWTO News Reporter whose interesting interview with Chief engineer Fritz Bauer appears elsewhere in this issue of *The Dial*, returned from his vacation in the White River country with a new stock of fish stories.

* * *

Of course we enjoy the fish stories, but Paul is really at his best when he relates some of his experiences while touring Europe with his father, Dr. Robert Glynn. He visited both Russia and Germany back in the days when those nations were waging hate campaigns against each other and speeding up industrial production in preparation for World War II. Paul had an excellent opportunity to visit many places and see many things that were not open to the ordinary tourist, because his father was a member of a party of outstanding American physicians and surgeons.

* * *

In fact, it was the protection of "special privilege" that kept Paul from seeing the inside of a Nazi jail in Berlin. He accidentally knocked a flower pot off the window sill of a hotel room and it crashed at the feet of a Nazi policeman, who immediately jumped to the conclusion that someone had attempted to kill him. In less time that it takes to tell it, Nazi Police were knocking on the hotel room door. Fortunately, Doctor Glynn returned to the hotel in time to explain the situation to proper authorities and save a budding journalist from liquidation, Nazi style.

* * *

When I first heard the story, I was convinced that Paul had intentionally dropped the flower pot to the pavement, just to see the copper jump—never thinking that he might jump to a wrong conclusion. However, when I questioned Paul along that line, he promptly denied it—just as he recently did when his father-in-law, Mr. Carl Lindberg, questioned him about breaking Mr. Lindberg's grind-stone—and about a mysterious note attached to the broken stone which read: "Darned poor material."

* * *

Nevertheless, Paul insisted that the flower pot was knocked off the window sill accidentally and that he was frightened to death when the cops nabbed him. He looked out the window when he heard an ambulance siren and knocked the pot off accidentally . . . This story I believe, because he still chases ambulances.



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1. YOU MUST HAVE GATHERED, BY NOW, THAT THE WHIPPOORWILLS ARE A BUNCH OF BOYS WHO MAY HAVE ALL THEIR MARBLES, BUT YOU'D NEVER SUSPECT IT. WHAT YOU MAY NOT HAVE REALIZED IS THAT THEIR GENIAL BRAND OF INSANITY IS CONTAGIOUS, AND HAS SPREAD TO SUCH ONCE-STABLE CHARACTERS AS CHUCK HESINGTON AND DON DAILEY. THE PATIENT, IN THIS HOT WEATHER HORROR PICTURE, IS BILL RING. THE SURGEONS ARE, LEFT TO RIGHT AROUND THE BODY: CHUCK WITH THE SAW, DOUG DALTON WITH CROWBAR, BERNIE WULKOTTE WITH "ANAESTHETIC," GENE MONBECK WITH KNIFE AND BOOK, DON DAILEY WITH HAMMER, AND ROY LANHAM.

2. JETHRO MAY BE A NATIVE KENTUCKIAN, BUT HE DOESN'T KNOW BEANS ABOUT GARDENING. HERE HE'S ASKING ATTRACTIVE MRS. J., AND THEIR NINE-MONTHS-OLD SON: "WHERE ARE THE POTATOES?" SHE HASN'T THE HEART TO TELL HIM THEY ONLY GROW ON POTATO PLANTS.

3. THE "PEPSI-COLA HITS THE SPOT" SLOGAN CERTAINLY APPLIES WHEN IT COMES TO COUNTERSPY, THE PROGRAM SPONSORED BY THE SOFT DRINK COMPANY AND HEARD AT 6:30 TUES. AND THURS. ON KWTO. DON McLAUGHLIN PLAYS DAVID HARDING, HERO OF THE SERIES.

4. ALICE, GEORGE AND BILLY RHODES SPEND A QUIET EVENING, BILLY IN TAKING A UKELELE LESSON FROM HIS DAD TO PASS THE IDLE HOURS.

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings—friends!

And, as Mirandy says—"Gawd Love Ye!"

How do you like the weather? How do you like the heat? I am standing the heat this year better than I have in twenty years, maybe because we haven't had much. Otherwise, I don't know why—but as the chap said, "fax is fax."

I usually get stupid and sick when the real hot weather comes, and stagger around as if I were drunk part of the time. But you may bet I'm not drunk! You may hear a lot of things about me, but don't believe that one should you ever hear it—because that one will never happen! I'd have to lose my mind first. (I wonder what got me started off that way!) But while I'm on the subject—Liquor is exactly what it was four thousand years ago—It still "rots the brain, consumes the substance and corrupts the soul!"

When I go to the cities where women really drink—(Women, mind you!) and see them with the lines in their faces and puffs under their eyes—and find them in the beauty parlors spending hours trying to get them removed, and the bad, red veins taken out of their faces—Well! It gets me!

One time a St. Louis woman said to me—"Mrs. McCord is there any old Ozark tea or granny remedy that will keep highballs from showing so devilish bad in a woman's face the next day?" Asking ME—of all persons! I told her that the old Ozark women could, back in my childhood day, do a lot of grannyin' around and rubbin' on, and make a lot of poultices and salves and work some real miracles, but I had never heard of any remedy for a female hangover!

You see so many puffed, dissipated faces, and not down in the slums by any means . . . Far from it. How lovely is a face that has grown old sweetly! I love the fallen, withered rose of a good woman's face. Thank heaven, we have a mighty few of those bad tell-tale faces of women around in these parts.

Well, August is here! The days of fly swattin' and porch settin' and picnickin'. It's a time to sort of take an inventory of one's self, during vacation, and with most of the hard work laid by. We have so many blessings—We don't appreciate them until they are about to be taken away from us in some way—by war or internal strife or the many things that threaten our good old boat here in America. We're like the old

chap who had an awfully ornery little farm of sprouts and cockle burrs and he couldn't even raise a fuss on it, so he made up his mind to sell it. He went to a real estate man in town to get him to put his farm on the market.

This real estate feller was one of these up an' comin' boys, so he put an ad in the Sunday paper that read like this:

"For sale: beautiful home, forty acres of rich bottom land, with ten acres of rich virgin timber on the picturesque hillside. A crystal stream runs across the property with a rustic, romantic old farm cabin half hidden by fragrant honeysuckle and old fashioned roses. Why not come out here where you can enjoy life and be your own boss with no alarm clock to awaken you but the sweet songs of birds? Here you can enjoy the sunshine and fresh air and live off of the fat of the land."

Well sir—the old chap read the ad through once, then he read it clear through again. "That must be my place," he says. "And if it is, by cracky, it's too good to part with!" So he called the sale off.

Yes—we have so much to be thankful for. The old things . . . The true and substantial and never failing things . . .

"We get the sweetest comfort when we wear the oldest shoe,

We love the old friends better than we'll ever love the new,

Old songs are more appealing, to the wearied heart—and so,

We find the sweetest music in the tunes of long ago.

There's a kind of mellow sweetness in a good thing growing old,

Each year that rolls around it leaves an added touch of gold."

Many people have faith in just a few fundamentals. Many have faith in their friends. Many a man has faith in his dog. One time Uncle Bud said, "My dog's the best dog in this valley. Every time my dog gets under a tree and starts to barkin' you can make shore there's MEAT UP THAR!"

So many people have beautiful flower gardens this year because we have had so much rain. When they planted their little packets of seeds they had faith in them, though their eyes could not see the lovely garden. I always remember that wonderful verse—where the man said he paid a dime for a package of seed. Then he got to thinking

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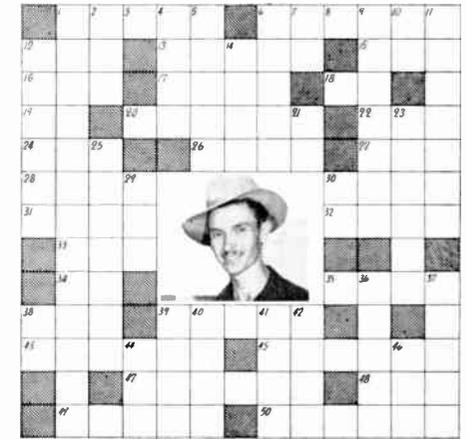
CROSSWORD PUZZLE

ACROSS

1. and 6. Pictured star.
12. Collection of sayings or items.
13. Two-faced Roman deity.
15. Three-fourths of an "hour" and three-fifths of a "house."
16. Unit of energy.
17. Prayers; "Hail Marys."
18. Pertaining to; concerning (stenographer's abbreviation.)
19. Northeast.
20. Puts forth effort or strength.
22. Daughters of the American Revolution.
24. The self (Latin for "I").
26. Unable to find the way.
27. Roman date.
28. Pertaining to aircraft or flying.
30. Highway (German).
31. To clip or cut suddenly.
32. Insect bothersome to pets.
33. Printers' measure (pl.).
34. Railway Office (ab.).
35. Applies or puts into practice.
38. Resinous substance.
39. Maker of Brownie Pills advertised over KWTO.
43. The age we've lived in since the big bombs dropped.
45. To honor and respect. (Also last name of a man who took a famous ride.)
47. Musical term referring to span of eight keys.
48. Prefix meaning "not."
49. You contribute these to fight Infantile Paralysis.
50. An arrival or approach; also the four Sundays before Christmas.

DOWN

1. Not restored, reborn, converted nor renewed in heart.
2. To loiter, hang behind.
4. The "miracle cleanser" advertised over KWTO.
5. Type of orange.
6. Things absolutely needed or required (colloq.).
7. Like.
9. The magazine you're reading.
10. Girl in Greek mythology who was changed into a heifer. (Don't worry; she got changed back again.)
11. A feed advertised on Slim Wilson's 7:15 a. m. Mon., Wed. and Fri. program.
12. Hero of Vergil's "Aeneid," who wandered from Troy to Latium.
14. He fiddled while Rome burned.



21. Street (ab.).
23. To stick fast, hold to.
25. South American river.
29. Ancient Italian goddess of the harvest.
30. Boyfriend (ab.).
36. Setting for a play or story.
37. Used up or exhausted, as with money.
38. Sixth note of the scale.
39. Cereal grass grown in warm climates, a staple in the Orient.
40. Units of talent in vaudeville or radio; divisions of a play.
41. Girl's name.
42. Want, poverty.
44. Mother (slang).
46. Air Force abbreviation for "Remain Overnight."

INQUIRING REPORTER

Bette Evans: What is your favorite time of the year in the Ozarks, and why?

Bill Bailey: Fall is for me. Surely no place in the world is more beautiful than the Ozarks when the trees turn bronze and gold and red, the sumac orange and crimson, the oaks a soft brown, and the air is brisk and refreshing.

Al Stone: Vacation time.

Buster Fellows: Everything comes to life so suddenly in early spring—including me.

Junior Haworth: The full bloom of summer is hard to beat in the Ozarks.

Leslie Kennon: Spring is always my favorite time of year. The succession of wild flower bloom is so exciting to watch, and spring brings outdoor activities such as fishing—one of my very favorite sports.

★ TWO BOOKLETS OFFERED

Radiozark's first *service* booklet offers in several years are enjoying booming sales. The Goodwill Family song book, cover of which is pictured at right, will not be ready for mailing for a few days, but there are already hundreds of advance-sale orders. The price is 50 cents.

Pictured below, right, is the cover of Lou Black's "Square Dancing, Ozark Style," a wonderful guide for instructors, professionals and beginners, with 25 pictures, 10 illustrations, 21 different calls, additional variations on those calls. Pictures in the book were taken at Hickory Hills Country Club in Springfield, where young members were taught to square dance by Lou last winter. This booklet is larger than the Goodwill Family booklet, extensively illustrated, priced at \$1.

"Hymns for Creative Living" include many favorite request numbers sung by Aunt Martha, Slim Wilson, Junior Haworth and George Rhodes: "Winging My Way Back Home," "Lord, Build Me a Cabin," "Not Even a Tombstone," "The Blood That Stained the Old Rugged Cross," "Stormy Waters." There are over 70 hymns, all four-part harmony arrangements printed in shape notes. Both booklets may be ordered from KWTO.

INSIDE STUDIO

(Continued from page FOUR)

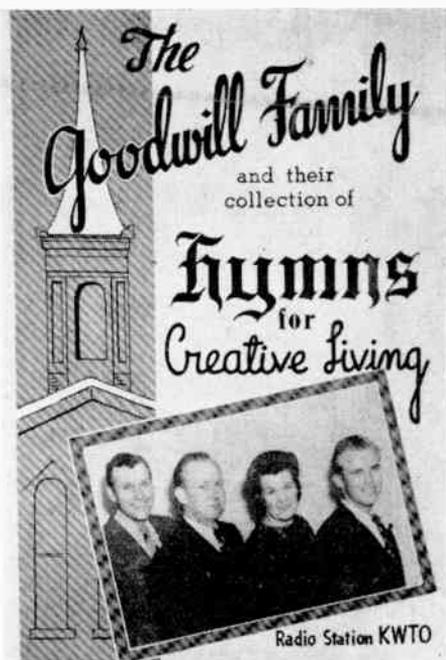
split—Eve!" . . . Next to the pooch on page two, one of the most prized possessions of News Chief Floyd Sullivan is the desk set his "boys" gave him last Christmas, gold-handled shears and letter-opener reposing elegantly in a blond wood case . . . **Carol Lynn's** worried comment to **Bob and Waneta White** when she saw last month's cover with the big red firecracker she was presumably planting under her dad: "Did it go off?"

* * *

Bill Bailey got domestic on the Fourth, worked on his yard and car shirtless in the broiling sun, despite remonstrances from **Louise** and **Rhea Beth**. The resultant sunburn grew blisters as big as platters, and was terribly painful for two weeks . . . Fears that **Billy Ring**, youngest son of **Bill** and **Thelma**, had polio, were allayed when lab tests proved the ailment to be glandular fever. Aches and high temperatures will keep him in bed much of the time for the rest of the summer.

* * *

Travelin' men: **Shorty Thompson** is on



SQUARE DANCING OZARK STYLE



a junket to the west coast where, among other things, he'll test for a character part in a movie. **Chuck Bowers** replaces him on his 7 a. m. show, and transcribed Saddle Rockin' Rhythm programs, with **Shorty, Sue**, and their crew, are heard at 11:45 . . .

(Continued on page EIGHTEEN)

SCHEDULE FOR AUGUST



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:15 a. m.—Scrapbook
 5:30 a. m.—Morning Moods
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—Morning Melodies
 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.—Saddle Rockin' Rhythm
 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.—Jordanaires (S)
 8:45 a. m.—The Whippoorwills (S)
 9:00 a. m.—Pleasure Parade
 9:00 a. m.—Breakfast at Kellers (S)
 9:15 a. m.—Saddle Rockin' Rhythm—
 (M-W-F)
 9:15 a. m.—What's New—(T-Th)
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Markets
 9:45 a. m.—Newscast
 10:00 a. m.—Jordanaires
 10:00 a. m.—Korn's-A-Krackin' (S)
 10:15 a. m.—Guide to Happier Living
 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.—Girls' Corps—ABC
 11:15 a. m.—Markets, Slim Wilson
 11:30 a. m.—Ark. Conservation Comm. (S)
 11:45 a. m.—Shorty & Sue
 11:45 a. m.—Farm Forum (S)
 12:00 noon—The Whippoorwills
 12:00 noon—Farm Forum (S)
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Linda's First Love
 1:00 p. m.—Ranch Hands—ABC (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Bride and Groom—ABC
 1:30 p. m.—Meet Your Neighbor (S)

2:00 p. m.—Judy and Jane
 2:00 p. m.—Treas. Band Show—ABC (S)
 2:15 p. m.—Kitchen Talks
 2:30 p. m.—Chuck Bowers
 2:30 p. m.—Popular Hits—ABC (S)
 2:45 p. m.—Homer & Jethro
 2:45 p. m.—Horse Races—ABC (S)
 3:00 p. m.—To Be Announced
 3:15 p. m.—Rev. W. E. Dowell
 3:30 p. m.—The Whippoorwills
 3:30 p. m.—Saturday Concert—ABC (S)
 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.—Everett Mitchell (M-W-F)
 4:35 p. m.—Interlude (T-Th-S)
 4:45 p. m.—Goodwill Family
 4:45 p. m.—Ozark Newsettes (S)
 5:00 p. m.—Sammy Kaye (M-W-F)
 5:00 p. m.—Mike Mysteries (T-Th-S)
 5:15 p. m.—Ozark Newsettes
 5:15 p. m.—Eddie Duchin (S)
 5:30 p. m.—Johnny Lujack—ABC (M-W-F)
 5:30 p. m.—Sky King—ABC (T-Th)
 5:30 p. m.—Here's To Veterans (S)
 5:45 p. m.—Christian Science Program (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.—Let's Listen to Music—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 Southernares—ABC
 10:00 a. m.—Voice of Prophecy—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—Homes on the Land
 12:15 p. m.—Senator Kem
 12:30 p. m.—Sermons in Song
 1:00 p. m.—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.—Chautauqua Symphony—ABC
 3:30 p. m.—Opera Album—ABC
 4:00 p. m.—U. S. Navy Band—ABC
 4:30 p. m.—Take a Chorus—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Betty Clark—ABC

5:45 p. m.—Music by Bovaro—ABC
 6:00 p. m.—Stop the Music—ABC
 7:00 p. m.—Think Fast—ABC
 7:30 p. m.—Sunday With You—ABC
 8:00 p. m.—Walter Winchell—ABC
 8:15 p. m.—Jergens Journal—ABC
 8:30 p. m.—Go for the House—ABC
 9:00 p. m.—Jimmie Fidler—ABC
 9:15 p. m.—Ted Malone—ABC
 9:30 p. m.—Newscast
 9:45 p. m.—George Sokolsky—ABC
 10:00 p. m.—News of Tomorrow—ABC
 10:15 p. m.—Thoughts in Passing—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—The Railroad Hour—ABC
 7:30 p. m.—Ella Mae Morse—ABC
 7:45 p. m.—Henry J. Taylor—ABC
 8:00 p. m.—Concert Hour
 8:30 p. m.—Labor League
 8:45 p. m.—Rendezvous—ABC
 9:00 p. m.—Keynotes by Carle
 9:15 p. m.—Earl Godwin—ABC
 9:30 p. m.—On Trial—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Beautiful Music—ABC
 7:30 p. m.—America's Town Meeting—ABC
 8:30 p. m.—Blue Barron's Orch.
 9:00 p. m.—Korn's-A-Krackin'
 9:30 p. m.—Meet the Band
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—To Be Announced

7:30 p. m.—Steel Pier Orch.—ABC
 8:00 p. m.—Stars in the Night—ABC
 8:30 p. m.—Salon Serenade
 9:00 p. m.—It's Time for Music—ABC
 9:30 p. m.—String Ensemble—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—The Eye—ABC
 7:30 p. m.—Spotlight on Industry
 7:45 p. m.—Sully's Spotlight
 8:00 p. m.—Original Amateur Hour—ABC
 9:00 p. m.—Prayer Meetin' in the Ozarks
 9:30 p. m.—We Care—ABC
 9:45 p. m.—Harmonaires—ABC
 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.—Heine and His Band—ABC
 9:30 p. m.—Enchantment—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Buzz Adlam—ABC
 7:30 p. m.—2 Billion Strong—ABC
 8:00 p. m.—Treasury Band Show—ABC
 8:30 p. m.—Little Crossroads Store
 9:00 p. m.—National Barn Dance—ABC
 9:30 p. m.—Shamrock Hotel Orch.—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestra—ABC

YOUR STARLORE

BY OPAL PORTER

Once more the stars are focused on Leo, the Royal sign. Its ruler is the Sun; its symbol the Lion, most courageous of beasts. You who were born between July 24 and August 23 know nothing of fear.

Leo is a fixed fire sign, ruling the heart and back of the physical body. It has domain over children and love; sports and entertainment; theatre, investment, and lower branches of education. Showmanship belongs to Leo. I smiled at these words regarding Princess Margaret Rose of Britain: "There is no better showman in the British Royal family." The Princess was born in Leo, so of course she is a natural showman!

These highly sensitive natives can be

hurt tragically through love (heart), often causing them to walk singly through life. Nor does time heal their hurt as it does in others. After a lapse of years, tears may fall at any allusion to their tragedies.

Leo men are said to make perfect husbands if their wives can overlook their feeling of importance, and feed rather than blight their egos. Leo folks are important! Isn't the life-giving Sun their ruler? They shine by reflected glory. Only Leo, of the twelve signs, has one ruler. Its Sun needs no support—morally or physically.

Jupiter in your house of health and service should bring you many favors from employers. Saturn may hold the purse strings a trifle taut while in your money zone. Uranus is apt to bring you to the threshold of hospitals as it transits your 12th house.

WHAT IS RADIO

CONTINUED FROM
PAGE SEVEN

wires carry the sound to the transmitter, but that's not as simple as it seems. There are lots of telephone circuits in the same cable as our own. People are talking over some of those circuits—gossiping, ordering groceries and the like. That could cause interference with our program. So could power wires or lightning. Here's the problem:

"We've got to get the KWTO program from the control room to the transmitter loud enough to carry over all such possible interference. But it mustn't be too strong—otherwise somebody talking on the telephone might get our program when they didn't want it."

Fritz laughs over an imaginary situation: "Suppose Mrs. Jones is talking to her grocer, and says she'd like a pound of bacon. She expects him to say, 'All right,' but the sound that comes to her is, 'You're the one rose that's left in my heart!' What does Mrs. Jones do? She hangs up, calls her husband, tells him the grocer got fresh with her and to go by and pop him one, Mr. Jones does, the grocer sues—"

"Stop!" I howled. "I can't stand it. What happened?"

"Well, it could happen if Mrs. Jones' circuit is in the same cable as ours, we over-amplify, and what she hears is Shorty Thompson singing over KWTO—instead of the grocer at the other end of her line."

Fritz has a lot of fun dreaming up such wild situations, but the fact remains that much of his time is spent trying to keep radio from playing freakish tricks. He learned the hard way when he built his first crystal set back in 1919, when he was just 13. It grew, and grew, and grew, until finally it filled a whole room in the house the Bauers lived in in Omaha, Neb., while Fritz ate tubs and buckets of oatmeal because oatmeal boxes were ideal for winding coils on.

Fortunately, the Bauers were obliged to move before the crystal set crowded them out of the house. Fritz had strung his antennae between two poles attached to their chimney and a neighbor's chimney. A violent windstorm blew down not only his antennae, but the chimney as well, and the landlord thought it would be very nice if "that destructive little boy" lived somewhere else.

The "destructive little boy" was an engineering genius who was building radios for sale by leading Iowa and Nebraska department stores by the time he was 16, and at 19 he joined the Army Signal Corps to learn still more about radio. At 20 he was

in charge of all transmitting equipment at the Army's big station at Fort Leavenworth, and it was there that Ralph Foster hired him to build a complete radio station in St. Joseph, Mo.

These biographical facts were picked up on the trip between the KWTO studios and the transmitter, which is one of the first Springfield landmarks as you approach the city from the south. The towers, the tallest of which is 435 feet, are highest in southwest Missouri and stand, sentinel-like, on either side of the modernistic transmitter building. This structure contains (with apologies to Slim Wilson) KWTO's most important equipment, valued at over \$100,000 and heavily insured against fire and cyclone.

"We didn't think theft insurance necessary," Fritz says wryly. "Anyone who wants to carry off a couple of structural steel towers, or dig 32 miles of copper wire out of 108 acres of ground, can have 'em."

At the transmitter on Route M just east of Highway 123, as at his downtown office, Fritz enjoys talking about the work that is almost as dear to him as his daughters, 4-year-old Victoria and 18-year-old Fredricka.

"What happened to that sound we left in the telephone wires?" I asked.

"It was amplified once back in the control room, remember," he prompts. "Now it has run four miles by telephone cable to get out here to the transmitter and has lost volume, so out here we amplify it once more—make it strong enough to drive the transmitter."

"And if that isn't done?"

"Put it this way," he suggests patiently. "The sound has to be a certain strength before the transmitter can send it out at 5,000 watts so all the people in the KWTO area can hear it . . . Just as you have to give a car so much throttle before you can drive it 30 miles an hour."

Fritz explained that the "sound" we have referred to is an "audio signal," which simply means that you can hear it. The equipment at the transmitter amplifies that audio signal, and generates a radio signal.

"You can't mail a letter without a stamp and an envelope," Fritz says. "And you can't sent out an audio signal by itself, any more than you can shout from your house-top and be heard in Pro Tem. Therefore it has to be 'delivered' to KWTO listeners by a radio carrier.

"The transmitter, then, generates a car-

(Continued on page SEVENTEEN)

MORAL IN RHYME

BY AL STONE

I was glad to receive the editor's suggestion that I share, with Dial readers, some of the sacred verse I have collected over a period of years. Lee and I have enjoyed these pieces so much, and I have used many of them on our Sunday program at 8:45 a. m.

This one will be new to many of you, but not to friends of William A. and Lillian Bixler of Rogers, Ark., who sent it to me.

PERFECT TRUSTING

I cannot understand
The why and wherefore of a thousand things;
The burdens, the annoyances, the daily
stings,

I cannot understand

But I can trust,

And perfect trusting, perfect comfort brings.

I cannot see the end,

The hidden meaning of each trial sent,
The pattern into which each tangled thread
is bent;

I cannot see the end

But I can trust,

And in God's changeless love I am content.

HILLBILLY HEARTBEATS

(Continued from page TWELVE)

about it—and he said:

"I have purchased a miracle here for a
dime,

A miracle waiting on nothing but time.

I've a dime's worth of power no man can
create,

I've a dime's worth of life in my hand,

I've a dime's worth of mystery, destiny,
fate

That the wisest can not understand.

In this bright little package—now isn't it
odd?

I've a dime's worth of something known
only to God!"

And so, we never can tell. Benjamin Franklin said this back in 1870:

"The rapid progress science now makes occasions my regretting sometimes that I was born so soon. It is impossible to imagine the height to which may be carried, in a thousand years, the power of man over matter. Oh, that Moral science were in a fair way of improvement. That men would cease to be wolves to one another and that human beings would at length learn what they now improperly call humanity."

And that's as good today, and even far better, than it was in 1870.

MAY

WHO ARE THEY?

... NAME THE STARS

Do you read your Dial from "kiver to kiver"? Then you will know one of the KWTO personalities in this month's guessing game, and you can surely guess at the other.

1. His first and second initials are "L.," and that middle initial has appeared in The Dial many times—but not the name. This KWTO department head was middle-named "Lorne," pronounced "Lornay," French style, with an accent over the "e." The family mystery has always been: Where did his mother find it?

2. His first and second names are "Henry Doyle" but he gets along pretty well without either one, and his last name as well, and has for years.

Answers to the July teasers: "Lela Evelyn" is "Lee" Stone, organist-wife who accompanies Al Stone's deep-voiced hymns. It's a question whether Whippoorwill Bernard Wulkotte was named after St. Bernard the dog, or St. Bernard the saint. At any rate, he was the second quizzer in last month's column.

WHAT IS RADIO?

(Continued from page SIXTEEN)

rier wave, an alternating current that oscillates 560,000 times a second. That's why the listener tunes in KWTO at 560 kc. When he does, he receives our carrier wave, on which the sounds (audio signals) from our station have been superimposed."

"What does the listener's receiving set do?" you ask.

"It just strips that carrier wave, the way you'd take the envelope from a letter, leaving the audio wave—the message you want to get. Then the receiver or radio amplifies it loud enough to drive the loud speaker."

Fritz likes to tell a story about Marconi, the famous Italian engineer who was the father of modern wireless transmission. Marconi and a co-worker were trying to send a radio message across the ocean, and were jubilant when they finally succeeded. His assistant was spellbound. "Tell me sir," he asked Marconi. "What makes it work?"

The great man shook his head, perplexed. "I don't know," he said. "I really don't know."

"We radio engineers," Fritz confesses, "are in somewhat the same position. That's why radio is still something of a miracle to us. We know the 'how' of it—how to make it work. But we're not sure why it does!"

HEADLINES

... FOR MAY McCORD

If you traveled about the country a great deal, you'd find May Kennedy McCord making headlines all over the map. Among the most recent for the nationally famous folklorist, Dial columnist and 8:30 a. m. Sunday commentator over KWTO for Janss Lumber Co.:

A page one story, with a two column picture, in the Muncie, Ind., Star, on the occasion of her appearance at the First Annual Conference on American Folklore for Children at Ball State College the last of June. May sang ballads and related old Ozarks tales and superstitions for educators from all over the country, using, said the article, "songs and stories which she found in her own backyard."

She was quoted as saying that "Folklore is the backbone of history. In the Ozarks they are still singing British ballads brought with them when they came here hundreds of years ago. They are singing of 'lords and ladies and castles grand.'" The story went on to say that when she spoke to members of the English-speaking Union in New York City, she found that Englishmen understood many of the words, now in use in the Ozarks, which are not understood in Kansas.

May also made page one of the Kansas City Star not long ago when she was one of the judges at a square dance at Municipal Auditorium. She thought the city dancing "sort of Hollywoodish. So much precision and exactness. Down in my hills, we stress spontaneity. When a fellow wants to dance, he wants to dance his own way."

Certainly May, with her youthful vivacity, brilliance and sense of fun, is the Ozarks' best ambassador to other parts of the country. "If she's a hillbilly," 'furriners' invariably say, "I'd like to be one too."

HOT, WASN'T IT?

Joe and Mary Slattery came back from a vacation mostly spent at home (because of the polio scare) with a story that went the KWTO rounds within 30 minutes after they told it. In Joe's words:

"A man took his horse to the picture show, bought two tickets and went inside. The usher was aghast. 'You can't bring that horse in here!' he said. 'Why not?' the man wanted to know. 'Well,' said the usher lamely, 'I don't think your horse will like this picture.' 'Sure he'll like the picture,' the man said. 'He loved the book!'"

INSIDE STUDIO

(Continued from page THIRTEEN)

Monty and Bill Matthews, Culley Holt, Bob Hubbard and Bob Money were back to participate in the all-night gospel sing at the Mosque last month . . . Homer and Jethro went to Houston, Tex., to make a couple of personals late in July, and were trying to decide whether to go by car or train. "Why don't you fly?" Jean Scherner asked Homer. "Cause," he drawled, Kentucky-style, "h'it makes mah arms so tard." . . . H. & J. did so well on the Houston personals that they're going back Aug. 19. They played to a crowd of 1100 who were wild about their latest Victor record.

HAPPY BIRTHDAY TO:

Bob White	August 11
Elizabeth Cole	August 24
Buster Fellows	August 25

THE WHIPPOORWILLS

... A PRIZE PACKAGE

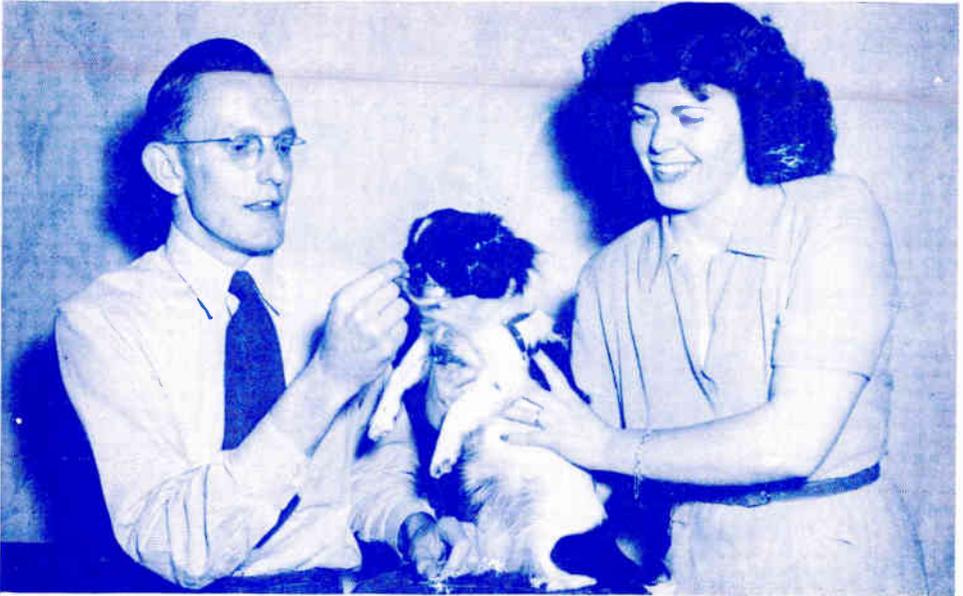
You've known people who "give themselves away," as the saying goes, with an action, a look, a gesture. But did you ever hear of anybody doing it on purpose?

The Whippoorwills are doing just that, in one of the most unusual prize offers KWTO has ever carried. The project is a feature of their 12 noon and 3:30 p. m. shows. Contestants send in suggested titles for their original theme song, written by all four of the boys and symbolizing the type of modern music they make with typically hillbilly instruments. And the winner gets—that's right:

The Whippoorwills!

For the winner of the theme-naming contest, the boys, Gene Monbeck, Roy Lanham, Doug Dalton and Bernie Wulkotte, will play an evening's engagement under any of several circumstances. It can be a backyard party, a block party, a private party, a dance. It can even be a paid-admission or free-will offering affair, provided net receipts are turned over to some charity, such as the Greene County polio fund, or the T. B. Society, or, if the winner prefers, he or she can "give" the Whippoorwills, for an evening's entertainment, to a club, to the Children's Home, the Boys' Club.

We think the boys have made a generous offer, exchanging their valuable services for a theme title. Pitch in, listeners. Let's make this a bang-up contest between now and the closing date, Monday, Aug. 15.



MEET "PRISSY"

The canines get the breaks in this issue. Above are Loyd and Revay Evans and the kind of dog you'd not expect a Farm Service Director to have. The black and white Pekingese was given to Revay by a patron of the beauty shop she operated in Topeka before they moved here, and is quite as alert and spoiled as the Sullivan pooch, if less agile. She's three years old.

SOLID COMFORT

There's a secret behind the fresh appearances and smiles of Alta McElroy and Beulah Nunn, who join Pat Baumann in making up George Earle's continuity staff. Their office is not only one of the most charming in the newly redecorated KWTO building, with rough-textured green walls, yellow draperies, green carpet, blond furniture. It's also air-conditioned!



MISS DOROTHY MAE DAVOLT
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★ **PORTRAIT OF THE MONTH — OUR LONG, LANKY, LYRICAL JAYHAWK**

If Chuck Bowers were more easy-going than he is, he'd walk backwards. One of the most familiar sights to KWTO-ers who take their afternoon coffee next door at Bracken's is that of the tall Kansan dawdling down the street toward the station from his boarding house, just five doors away, with the turtle-paced gait of a kid on the creek

bank with all the time in the world. He chews grass, squints at the sky, watches the cars pass—and sometime it takes him half an hour to cover the stone's throw distance! What's on his mind? "Just thinkin'," he always says, grinning. Chuck's 8 a. m. Staley Milling Co. program and his 2:30 afternoon show are KWTO high points.