

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 9-49 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.



★ HERO-OF-THE-MONTH

A "regular guy" to millions of youngsters is Jack Lester, who plays the title role of Sky King in the ABC-KWTO adventure series, sponsored by the makers of Peter Pan Peanut Butter. He alternates with Jack Armstrong at 5:30 p. m. Mon. through Fri.

INSIDE AT THE STUDIO . . .

BY THE EDITOR
OF THE DIAL

Weekend fishing luck for Buzz Fellows and his daughters, Georgianna and Connie Jo, has been discouragingly luckless. After an hour and a half on the lake bank without a nibble, Georgianna solemnly removed bait and sinker and started back to the car with her rod. "What's the matter?" Buzz asked his youngest. "I can't," she said, "seem to get waited on" . . . The Fellows' vacation was a busman's holiday, at least on the night in Knoxville that they attended a Grand Ole Opry broadcast on their way to the Smokey Mountains. The youngsters loved it. "Isn't it exciting to watch a radio program?" they exclaimed . . . Buzz modestly refrained from mentioning his own stellar performances on Korn's-A-Krackin', also heard coast-to-coast.

* * *

The Goodwill Family drew big crowds to the MFA booth at the Ozarks Empire District Fair, broadcasting from there every day at 12:15 throughout Fair Week. But the moment the show was over, Slim Wilson was just another Fair-going farmer, joining the crowds to look over the blooded livestock, especially Guernseys, and yearn over the latest farm machinery and equipment . . . Aunt Martha paid visits of admiring

inspection to the needlework and cooking exhibits, and George Rhodes, whose wife puts up dozens of quarts of fruits and vegetables every year, checked up on preserved cherries, peaches and beans.

* * *

There are two new tricycles at Junior and Wanna Fay Haworth's apartment on East Madison, bright red and yellow ones. Donna Fay, their youngest daughter, has been getting acquainted with hers by easy stages, but Shirley Jean was fined for speeding the first day she rode hers—fined with a smashed nose . . . Gene Monbeck of the Whippoorwills joined Junior when he flew to Camdenton for the airport opening there, and both ate so much free catfish they meowed all the way home . . . Dial readers who entered the July Cover Contest, featuring Bob and Carol Lynn White, will want to know that all their letters and cards were turned over to Bob and Juanita when the judging was completed, and that they've made a scrapbook of them, together with the cover, for their daughter. Juanita whooped with delight every time she came across a letter describing Bob as "cute."

(Continued on page SIX)

★ COVER STORY

In our September Cover Contest, we won't ask you to identify the school-bound youngsters on our cover, because one of them, at least, will not be familiar to you. They are Kenneth Doyle Haynes, son of Homer (of Homer and Jethro), and John Wesley Wilson, son of Slim and Ada Wilson. Together with John Wesley's dog, who is interested in the apple in Kenneth's hand, they re-enact an August-September scene familiar the country over. Would you like to write a little back-to-school story of **25 words or less**, suggested by our cover? You may write it in verse or prose, from your own experience or your imagination, and make it serious or amusing, as your fancy dictates. Send your entry to the Editor of The Dial, care of KWTO, Springfield, Mo. The winner receives a year's subscription to The Dial, which he may use to extend his own subscription, or may pass along to a friend or relative. **Only Dial subscribers and their children are eligible to enter.**

FOR HOMEKEEPERS

. . . BY ALICE RHODES

It's not easy to keep the sweet tooth filled at our house, because both George and Billy like "desserts" in the middle of the afternoon as well as at mealtimes. Recently I found and tried out a few economical recipes that satisfy the taste for something sweet without running up the grocery bill. This one, offered by the makers of Blue Bonnet Margarine, is a one-egg cake that can be iced, served hot with chocolate or orange sauce, or spread with butter.

One Egg Cake

2 cups sifted cake flour
 $2\frac{1}{4}$ teaspoons baking powder
 $\frac{1}{4}$ teaspoon salt
 $1\frac{1}{2}$ cup margarine
1 cup sugar
1 egg, well beaten
 $\frac{1}{2}$ teaspoon vanilla extract
 $\frac{3}{4}$ cup milk

Sift together flour, baking powder and salt. Cream margarine thoroughly. Add sugar, a little at a time, beating in well after each addition. Add egg and vanilla extract. Beat until well blended. Add dry ingredients alternately with milk. Stir until smooth after each addition. Pour into well greased 8-inch square pan. Bake in moderate oven at 350 degrees F. about 50 minutes. Makes one 8-inch cake.

PROGRAM ROUNDUP

NEWS OF SPONSORS

Many of our old-reliable KWTO friends are with us this fall with spot announcement campaigns. Among them: Dr. Pierce's Golden Medical Discovery, Malt-O-Meal, Skinner's Macaroni and Raisin Bran, Old Judge Coffee, Beltone Hearing Aids, Willard Tablet Co., Fab, Fitch Shampoo, Grove's Bromo-Quinine. Bardahl Oil Co., maker of Bardahl Motor Lubricant, is a new account with sportscast spots between 6:15 and 6:30.

Tennessee Nursery is back with us, sponsoring the 7:45 a. m. Shorty Thompson show after Sept. 12, and offering 100 tulip bulbs and three Wonder Bulbs (they grow in the house without water) for only \$1.98 . . . Other attractive offers are those of Butternut Coffee, sponsor of the 7:30 a. m. Mon., Wed. and Fri. newscast (three handsome Burlington Mills nylon stockings—a pair and a spare—for \$1.10 plus a Butternut tin strip or label) . . . Gloss-Tex, on Edith Hansen's Kitchen Talks at 2:15 p. m. (a chemically treated Pres-Klorh for 25 cents and a Gloss-Tex label).

ABC standbys back with us are General Mills, sponsoring Jack Armstrong, the oldest children's show in radio sponsored continuously by one client . . . Derby Foods with Sky King . . . Gillette, the name now almost synonymous with major sports events, sponsoring the Friday night fights at 9 p. m. regularly, other big sports spectacles from time to time . . . Quaker Oats with Challenge of the Yukon at 7 p. m. Tues., Thurs. and Sat.

With Adam Hats now sponsoring Pearson at 5 p. m. Sundays, Lee Hats will present Robert Montgomery in a program of comment starting Sept. 15 at 9:10 on Thursday evenings . . . Bruner-Ritter, maker of jewelry and watch bands, is sponsoring Chance of a Lifetime at 8:30 p. m. Sundays . . . KWTO hopes to have Pillsbury Mill's Houseparty to offer at 2:30 p. m. week days later in the month.

Present program changes include a full hour for the Farm Hour, starting at 11 a. m., with Shorty Thompson as emcee and Slim heard for Ozark Mountain Mineral Feeds at 11:20 . . . George and Buster, Gene Monbeck, Bernie Wulkotte and Dale Parker will be heard on the Chuck Bowers show at 2:30 p. m., Roy Lanham and Doug Dalton at 3:30, and George and Buster replace Homer and Jethro on Cornfield Follies, 3:45 . . . A new Breakfast Frolic at 6 a. m. will present Chuck, Bob White, Doc Martin and Buster.

SEPTEMBER, 1949

FARMING AT 560BY GREENE COUNTY
AGENT C. C. KELLER

The last twenty-five years have seen almost unaccountable changes in the Ozarks. Sept. 15, 1924, I came to Greene County as County Agent with my mind made up to work hard, get acquainted with lots of people, and make a first class job of letting the other fellow's business alone and do the best I could to take care of my own business.

What is the County Agent's job? Why, he's the man who represents the College of Agriculture, the U. S. Department of Agriculture and the County Court in every county whose job it is to help farmers have a more satisfying life on the farm. In fact, that's the sum and substance of the law that created the County Agents as a federal agency in 1914.

When I came to the county, the pressure from businessmen and farmers was on me to develop a poultry industry. I started holding poultry meetings, writing news articles about poultry, and talking to everyone that I saw about poultry. As a result of my efforts, and mostly the result of other people's efforts, Springfield developed into the largest poultry market in the world. We boast of having the largest produce plant in the world, but for the last few years, all of us have been lax in talking poultry. We are allowing other sections to develop faster than we are.

Soon after I came, I saw that Springfield had great possibilities as a dairy center. I had a brother who was a County Agent in this state at the time who had majored in dairy at the University, so I asked him what things I should push to develop a dairy industry in my county. He said to have a dairy industry you had to have silos, you had to have hay, and you had to have pasture. As a result all of us in this territory interested in agricultural development have been boosting the dairy industry all of these years. Today Greene County has more dairy cows, more production per cow, and far more silos than any county in the state.

Then we not only raise more hay, but have been for years the largest user of commercial fertilizer (necessary for hay and pasture). We have been one of the big lime users for years. We are one of the leading counties in the growing of pasture, and have shipped in more good bulls, necessary in developing the fine dairy herds. We justly boast of the M. F. A. Artificial Breeding Program, with more than 40 bulls in one barn at the present time here in Greene County.

We boast of the fact that Greene County has furnished more boys than any other in the state to become County Agents, and more girls to become Home Agents. Many of these were attracted to this field because of their 4-H experience. Greene County has been outstanding in winning in District, State and National contests in the 4-H field. If you build people, you build everything around them.

I claim little credit because others have done so much. There are many more in Springfield who have contributed to this development, but I always take my hat off to Louis Reps, Secretary of the Chamber of Commerce, W. P. Keltner, Chairman of the Agricultural Committee, and "Uncle" Tom Watkins, of the Citizen's Bank. These three men have always stood out among the businessmen of Springfield and this territory in promoting better agriculture, better farm homes, and better living conditions on our farms. And, we must not overlook the tremendous contribution of the Springfield newspapers and the Springfield radio stations, which have given liberally of their time and space to carry information and inspiration to the public.

I've talked a good deal about Greene County, because I know most about its development. But the great thrill in these 25 years has been to see the whole Ozarks area progress, prosper, and take ever-greater pride in its inter-state community.

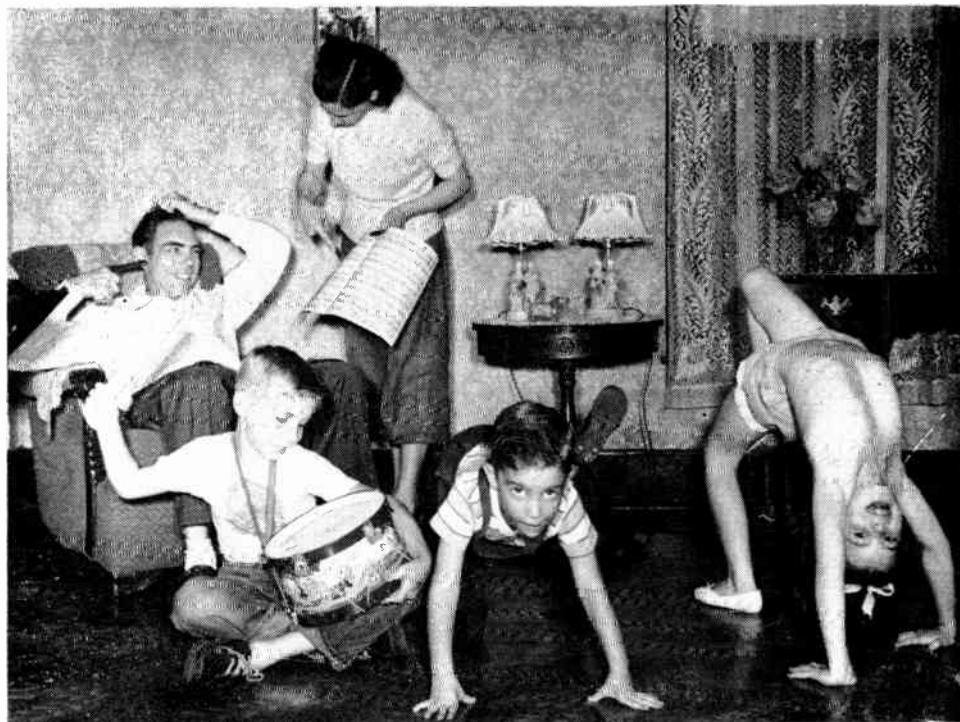
WHO ARE THEY ?**. . . NAME THE STARS**

If you've been reading The Dial carefully, right down to the last comma, then you'll have no trouble identifying these KWTO personalities:

1. This handsome, dark-haired newcomer once played guitar for the whispering baritone, Gene Austin. He's married; has one child whose picture you've never seen, although you'll probably meet her in the October issue. Who is he?

2. This young man is 26 years old, as a recent Dial Question Column told you, and has a strain of sturdy Indian in his ancestry.

Answers to last month's teasers: Leslie Lorne Kennon is the KWTO personality with the unusual middle name, pronounced "Lornay." Henry Doyle Haynes is Homer, of the madcap Homer and Jethro team.



★ SLEEPY TIME (BUT NOT VERY SLEEPY) AT THE DALE PARKERS' HOME

First of all, the Dial's apologies to all you folks who've asked for a "really good" picture of Dixie Parker. We'll get a good one of her in a month or so.

Dixie didn't intentionally hide her face, but she and Dale wanted to demonstrate what goes on around their house when he settles down to a quiet evening of composing those songs for which he is nationally famous—tunes which have sold over a million records as sung by Roy Rogers, Eddy Arnold and others. They say it never fails. The moment Dale and Dixie get out the notebook in which she keeps ideas and suggested titles, seven-year-old Jean starts to practice her acrobatics to the tune of a record, her older brother, Dale, Jr., joins in, and Jackie, 6, beats time with his toy drum. Dale calls this picture "The Mad Composer," ready to shoot himself with Jackie's make-believe pistol while his wife tries to coax him into getting to work on a sheet of music, in spite of the bedlam.

"Actually," says Dale, "We're exaggerating a bit. We find time to get a good deal done. Dixie, for instance, wrote the recitation included with 'No Children Allowed,' the housing shortage song, and Eddy Arnold

always uses it on the air. So does Bill Ring when Slim sings the refrain."

They lead a closely-knit family life, with Dale at home around noon every day except when Korn's-A-Krackin' is rehearsed on Tuesdays. He works on compositions with occasional assists from Dixie, while she makes clothes for the children or plays monopoly with them. "Her judgment on songs is especially good for me," says Dale, "because she has the public instead of the musician's point-of-view."

Their biggest chore: Saying "no" to well-meaning people who are always asking Dale to put words to their music.

★ TRAVELING "CORNFIELD"

Folks around Bolivar, Buffalo, Cassville, Mountain Grove, Berryville and other good Red Star towns better start saving their coupons, because Bill Ring has already begun to book Saturday personal appearances for his 3:45 p. m. Cornfield Follies gang. The line-up will include George Rhodes, Buster Fellows, Doc Martin, Chuck Bowers, Bill, and possibly a girl soloist. They'll play Red Star stores on Saturday afternoon and a special show in the evenings.

INSIDE STUDIO

(Continued from page FOUR)

and when Carol wanted to know what was funny, Juanita told her. Carol Lynn studied her father for a moment. "Not much," she said finally. "Only his hair."

Fashion note: **Aunt Martha** wore a hunter's green suit and hat last year with the full-back mouton coat that was her Christmas present from **Everett**, and has already selected a wine faille dress and matching shoes to wear with it this winter . . . Remember the picture of their home in a spring issue of *The Dial*? Petunias, geraniums, verbena, scarlet sage and crape myrtle have bloomed brilliantly in their front yard all through August . . . The recent dynamiting of windows in the Springfield Newspapers press room led News Chief **Floyd Sullivan** to recall a childhood experiment with explosives that very nearly caused him serious trouble. The neighborhood bully peppered small boy Sully with air rifle fire—from the rear. It happened late one evening, and in a vengeful rage, the insulted youngster "borrowed" two sticks of dynamite and a fuse from a nearby tool shed, planted them under the older boy's house, lit the fuse, and waited for the blast. When it didn't go off his anger abated, and he crept back to the scene of the "crime," got the dynamite and returned it. "Years later," Sully recalls, "I learned that dynamite won't explode without a percussion cap."

Watch next month's *Dial* for a picture of **Tony Alamo**, the swoony crooner on Chryslar's 5 p. m. **Sammy Kay** show . . . Flashes from the **Joe and Mary Slattery** menage: They've found a house . . . Young **Jimmy** got his noggin busted open when an older boy tossed a brick . . . **Chuck Bowers** hopes he stays on the 6 a. m. program through the winter: "It'll help me get up at my boarding house in time to fire the furnace" . . . **Whippoorwills'** description of a snood: "From the back it looks like the wearer is seining for mackerel; from the front, it looks as if she's caught one" . . . **Shorty Thompson**'s Saddle Rockin' Rhythm series has been bought by Canada's biggest tobacco company for sponsorship, will be heard over 30 Canadian stations. (He's doing better than that show horse Ralph Foster and Lou Black named for his program).

It's Hollywood stardom for former KWTO announcer **Don Harvey**, signed for a starring role in the new Jack Schwarz production,

FROM THE FILES

. . . A DIAL REVIEW

7 Years Ago This Month

"The Little Crossroads Store" returns to the air. (Now heard, as Ozarkanna Corners, at 8:30 p. m. Saturday, sponsored by Central Feed Co.) . . . Bill Ring goes to NBC Red Network in Chicago.

6 Years Ago This Month

Fred Rains, newsman, visits KWTO on Army furlough (now in advertising and radio dramatization work in Nashville) . . . Red Belcher, the boy with the barrel-size voice, joins staff (now in Fairfield, Va.).

5 Years Ago This Month

Slim Wilson, after an absence of several months during illness, returns to the air.

4 Years Ago This Month

Korn's-A-Krackin' opens in the Mosque.

3 Years Ago This Month

Jim West returns to KWTO (now in California doing a hillbilly disk jockey show) . . . Walt Clarke takes position as assistant professor at Kent State U., Kent, Ohio.

2 Years Ago This Month

Pete Cassell, blind balladeer, is new KWTO-er (now in Arlington, Va.).

1 Year Ago This Month

C. C. Williford pictured at Rockaway Beach barefoot dance club . . . Shorty Thompson and crew back at KWTO after 11 years' absence.

"Forbidden Jungle" . . . **C. C. Williford** is co-owner, with Dorothy Hall, of a Siamese kitten, offspring of the W. S. White cat of Bolivar. "Almost co-loser, however," C. C. reports. "We let him out for a run in a rabbit patch near Dorothy's home, couldn't track him down, and her aunt didn't find him until the next day, treed by a dog." His name: Simon Bolivar. The problem: How to protect Dorothy's lovebirds . . . Hope you saw the first anniversary edition of *The Jayhawk Songster*, **Chuck Bowers** Fan Club publication, all 11, packed pages, with Marie Stauffer's own snapshot of Chuck on page three . . . We'll give you some quotes from it next month . . . Part of **Bill Ring**'s vacation was spent at the NAB Program Clinic, in Chicago, with time off to win a Keystone movie camera and an Evans hand-fitted bag on an MBS quiz show, "Meet Your Match." He couldn't answer the final riddle, however, and missed out on the \$10,000 jackpot.



COME RIGHT IN WE VISIT THE HOME OF RUTH AND LES KENNON

There are built-in cabinets in the kitchen of the house of KWTO's assistant general manager at 1928 S. Jefferson, and inside each cabinet door is a clever cartoon figure with a motto above it. One of them exemplifies the rules of gracious behaviour and mutual consideration that Ruth and Les live by. Above a sketch of a thermometer, with a top hat and a smiling face, is printed:

"The right temperature at home is maintained by warm hearts, not hot heads."

Even as you approach the white frame cottage with the rosy stone facade and natural shingles, you sense what sort of people live there. (Those in the picture are Mr. Kennon's daughter-in-law, his wife, and Les himself. His son, Leslie Gene, and Carolyn, are here for summer vacation. They both attend Oklahoma Baptist University at Shawnee.)

Although the house was purchased by the Kennons just last spring, it seems tailor-made for them—in size, in arrangement, in planting. There are pfitzers, a juniper and a rich growth of barberry softening the lines across the front, and a tall hedge runs down the left side of the deep lot and encloses the back yard. Les put in the U-shaped rose garden in the middle of it last month, and there were already lilac bushes, spirea, a Paul Scarlet climber and a Dr. van Fleet.

purple barberry, and other old-fashioned favorites to give the yard a pleasant informality. Roses grow on one side of the back doorway leading from a screened-in side porch, lilies of the valley and quaint ferns on the other side.

And the porch itself tells you more about the Kennons. They love the homespun comfort of an old-fashioned hammock, of brightly canvassed steamer chairs and yacht chairs. The table on the porch is set throughout the summer, and they often eat three meals a day there. By Ruth's place at the table is the scrapbook of devotionals from which they read at breakfast and at dinner.

This is obviously the home of people who live casually, comfortably, who love the out-of-doors, who prefer to live at the edge of town (there's the fresh smell of the country in the neighborhood), who take long walks (the chamois cocker spaniel's walking leash hangs at the back door), who spend a lot of time on river banks (here and there you glimpse fishing tackle, or a picnic hamper).

The color scheme in the long living room is the perfect complement to Ruth's dark, serene beauty. The walls are robin's egg blue, the carpet a thick, handsome gray Gulistan with a pebbled texture. Draperies

(Continued on page THIRTEEN)

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, Friends:

It is September—Lovely September! Almost the time when the wine of fall begins to get into your blood and you go just a little crazy with the beauty of it all. Henry Ward Beecher, great preacher of the last century, said he believed that the best thing that could happen to a man was to be a little bit crazy! What about it?

So many great men of history acted crazy at times. Wellington and Napoleon, great generals, were both afraid of cats! Imagine being afraid of a kitten! Cardinal Richelieu used to imagine at times that he was a horse, and many people saw him galloping around about the barn and kicking up his heels. Sir Isaac Newton great mathematician, almost as great as Einstein, could not even make small change! (Well, I can't either, sometimes, and I'm not a mathematician.)

Beethoven the great composer, used to take spells of letting his beard grow over two feet long, and Handel, the immortal German musician, used to order three dinners when he dined out, and sit and eat all three of them. Voltaire drank fifty cups of coffee a day. Yes, a lot of folks are crazy . . . Moon-mad, emotionally drunk . . . You know our ancestors used to think the moon had something to do with it. And what is lovelier than a September moon? When I was a kid nobody would sleep at night with the moon shining in his face, because it was supposed to make you go crazy!

A friend of mine recently told me that he questioned whether I should tell Ozarks superstitions and talk about them on the air and so on. He thought it might make people think I believed in them and might lead to harm, or harm my Ozarks, or something of the sort. At least, that was the idea he was getting at.

I explained to him that I told superstitions merely as a record, as a history of the race; that the whole country was interested in superstitions. They are part of the background of our racial childhood. Often they are told just for fun because many of them are too ridiculous for words. But they are recorded and preserved and carried along the same as any other history, lore or tradition.

Vance Randolph's book, "Ozark Superstitions," has had an amazing sale all over the country. It is a collection he has made over a period of 30 years, and very authentic. I am frank to tell you that many superstitions I do actually believe in and cannot

tell you just why. The friend who was discussing this with me is in no way superstitious, in fact, much against anything not actually demonstrated by recognized scientific facts—yet he would not light a cigarette with "two on a match" for a farm in Texas, admitted that he would not "walk under a ladder," and definitely would NOT accept a gift of a pocket knife on his birthday, for I tried it out!

So, pray tell me, what is the difference between him and my great granny, who wouldn't start a garment on Friday, wouldn't button a garment before it was tried on, wouldn't plant a cedar tree, wouldn't cut a baby's fingernails before it was one year old? All of these were supposed to bring on some calamity.

It is truly a great and mysterious world we live in. The editor of the Dial, our Jean, was recently discussing this. She was speaking of the ridiculous fantasy of the precious book, "Alice in Wonderland," which will live about as long as there are eyes to see to read . . . A great book not only for children, but for grown ups. And yet, as she said, this present world is so full of wonders—miracles, fantastic and unbelievable facts of science and even yet undiscovered realms—that Alice in Wonderland grew stale. Jet propulsion, radio and television, electricity and radar and radium and splitting of the atom and all these staggering things!

My little seven-year-old grandson, Henry, was sitting on the bed the other night while we were undressing, and telling me in the most matter of fact way, and with positively grotesque explanations, how he was going to go to the moon "when he was twenty-one," by jet-propulsion—and come back and tell me all about it.

He said, "Now, Moomaw, you mustn't die until I can get old enough to go to the moon." Can you beat that? And maybe he will, goodness knows! This is a mighty screwy world . . . And he said to me: "I'm not going to get married and live around in some little old house. I'm going to be a bachelor and live on a yacht."

Honestly—these modern kids! After we went to bed I was just thinking of the wild and wacky universe in general, and then my mind went back to the peace and quietude and gentle living of the early Ozarks I knew as a kid. It was a great life. And still we have our "contemporary ancestors" left, and I love them. They are

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COME RIGHT IN

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are the same gray figured in blue, chartreuse and maroon, a striped chair picks up the same colors, and another chair and the davenport are upholstered in deep rose. There are mulberry tole shades on the brass lamps on matching commodes that flank the divan, and over it is an oil painting by Les's brother, artist Raymond Kennon—a copy of a farm scene and golden hay field that took a prize at the State Fair in Sedalia. The soft gleam of brass is repeated again in candlesticks on the mantle above a buff brick fireplace. The mirror behind them is framed in mahogany with raised scroll work.

Still another brass lamp, a lovely old one with pansies handpainted on the shade, stands on a tier table in the living room. A step table and a mahogany desk with brass pulls are always loaded with books and magazines.

Glimpsed through the living room archway is the dinette, beautifully finished in wide, dark-stained pine paneling with a built-in china cabinet. The rug is rose, the curtains crisp criss-cross organdy. There are two captain's chairs drawn up to the table, and Ruth keeps her silver tea set on it.

Between dinette and kitchen is a quaint Dutch door, and beyond it is the sort of light, airy, modern room that inspires good meals. The lower half of the kitchen walls is Nile green, the upper half sparkling white. Over each window is a flounce of

yellow gingham bordered in yellow and green roses, the dark floor is flecked with red, and the backs and shelves of the built-ins are painted red.

The figures inside the cabinet doors, drawn by Carolyn, who is called "Curly" by the rest of the family, include a huge man eating a Dagwood sandwich, illustrating the motto, "Eat to live, don't live to eat;" the same man floating dreamily downstream in an inner tube; a fat woman bending over her laundry basket. (Both Kennons are slim.)

The hall leading from the dinette, and one of the bedrooms, are finished in the same rich-colored pine paneling, and in this bedroom are many of Ruth's treasures—her piano, an antique walnut bed with carved headboard and footboard, a marble-topped walnut table that belonged to her grandmother, an antique marble-topped wash stand. Draperies are beige with rose, green and mulberry flowers. The master bedroom has peach walls, pale green criss-cross curtains, a green and peach quilted chintz bedspread with a white ruffled flounce, Mr. and Mrs. chests in Chinese modern.

There are so many people in the world who are never quite satisfied with what they have that the pride and pleasure the Kennons take in their home is a joy to share. They enhance it through a wise use of their leisure time, never neglecting the spiritual side of balanced living.



SCHEDULE FOR SEPTEMBER**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.—Breakfast Frolic
 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.—What's New
 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 (S)
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:30 a. m.—Ark. Conservation Comm. (S)
 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 Show
 2:30 p. m.—Popular Hits—ABC (S)
 2:45 p. m.—Horse Races—ABC (S)
 3:00 p. m.—Cote Glee Club
 3:15 p. m.—Rev. W. E. Dowell
 3:30 p. m.—Roy and Doug
 3:30 p. m.—Popular Orch.—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.—J. Armstrong—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 Southernaires—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.—Sketches from Life—ABC
 2:30 p. m.—Speaking of Songs—ABC
 3:00 p. m.—Show Tunes—ABC
 3:30 p. m.—Opera Album—ABC
 4:00 p. m.—U. S. Navy Band—ABC
 4:30 p. m.—Hits and Encores—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.—Chance of a Lifetime—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.—Kate Smith Calls—ABC
 9:00 p. m.—Keynotes by Carle
 9:15 p. m.—Kate Smith Calls—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.—As We See It—ABC
 9:45 p. m.—It's Your Business—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Orchestras—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—Stars in the Night—ABC
 7:30 p. m.—Steel Pier Orch.—ABC

8:00 p. m.—Heinie's Band—ABC
 8:30 p. m.—It's Time for Music—ABC
 9:00 p. m.—Salon Serenade
 9:30 p. m.—On Trial—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.—Gillette Fights—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.—Buzz Adlam—ABC
 7:30 p. m.—Heinie and His Band—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

men. Perhaps it's because they are fiends for detail. "Perfection" is their war cry; criticism is a deadly weapon on their curling lips. If they could only temper it with a bit of praise, how much more effective!

What some of these super-duper minds need is to be more tolerant toward others less rigid and restrained than themselves.

Neptune still spreads a rosy glow over your income, though it's square to Uranus forewarns you of possible trickery, through friends. Don't get separated from your bankroll. Friends aren't always 18-carat! Anyhow, Happy Birthday to Virgo!!

FICTION AND FACT

Clowning Sam Cowling, chief heckler on ABC's Breakfast Club, stunned his Almanac with another startling truth recently: "Making love is like a pie; all you need is crust and plenty of applesauce."

Virgo is top producer in shrewd business

LOOKIN' AT YOU

. . . BY SULLY

Leonard Rader, KWTO Newsman, is preparing to spend his vacation in Mexico. Leonard selected Mexico as his favorite playground because, while attending Southwest State College, he won Foreign Language Department honors in Spanish. He wants to test his talents on our neighbors south of the border because sometime in the none too distant future he hopes to land a job with one of the major press associations and make a bid for a correspondent's job in Latin America. Incidentally, there is every good reason to believe that he will attain his ambition, since the old grapevine of the Fourth Estate already has transmitted the information to those who push the control buttons that the highly capable young man has ambitions along that line. Incidentally, Mrs. Rader will accompany her husband to Mexico just to make certain that the KWTO Newshawk doesn't try out some of the more romantic lines he gleaned from Spanish classics.

Speaking of vacations, KWTO Newsman Bill Chatham spent his in Canada, where a buddy owns a night club in Quebec. Since his return, Bill has talked freely about the old friends he visited on Manhattan and at Yale University, but when we ask him about the new friends he made in the Quebec night club, he merely grins knowingly like a young monkey who has just learned how to wind the alarm on a drug store clock.

KWTO Newsman Marvin Tong and his attractive wife Lucy will start using the numerous beautiful gifts they received at a recent stork shower early in September. Naturally Marvin hopes it's a girl and Lucy hopes it's a boy, but being ultra-conservative and thinking a heap of both of them, I hope it's mixed twins so they'll both be happy. Of course, I realize that even if I should be wrong, they'll both be happy anyway—as well they should be.

The smartest Police Reporter in Springfield—KWTO's Paul Glynn—usually is up in the air about something, but recently gasoline has been furnishing the power and Paul's nervous energy is getting a rest. By that I mean he has picked up his flight training where he left off when he came out of the army. He already had 40 hours and solo credit when Uncle Sam said: "Well done."

★ OZARKOLOGY

Les Kennon, KWTO Assistant General Manager, who grew up on a farm near Dunnegan, Mo., recalls this bit of wisdom passed on to him in his boyhood days. "A fellow who's got to borrow, on his car, his crops, his house, his business, shouldn't complain about the questions to be answered, the papers to be filled out, and the time it takes to put the deal through. Because the one thing in the world he can borrow without any red tape is something he doesn't want, if he's got good sense . . . and that's trouble."

INQUIRING REPORTER

Bette Evans: Have you shopped for school clothes or fall clothes for your small fry, and what did you see that especially appealed to you?

Ada Wilson: My shopping hasn't been done yet, but I always know what will please John Wesley. He wants honest-to-goodness western-cut denims, with narrow legs and frontier pockets, like his dad wears around the farm, and the most colorful sports shirts I can find.

Sue Thompson: My boys, Wayne and Gary, will spend most of the school year in corduroy pants and light flannel shirts, and they like to be dressed alike. Striped jerseys with matching shorts are their preference now, and I'll wait until cool weather to buy heavier things; they grow so fast!

Louise Bailey: A little girl's dress I bought for Rhea Beth just a few days ago especially appealed to me. It is aqua and white striped cotton, with small pink and brown dolls in the aqua stripe and a brown ruffle trimming neckline and pockets.

Juanita White: Carol Lynn needs complete new outfits this fall. She'll need a snow suit, a dress coat with leggings to match like the pink one she had last year, and little skirts and sweaters. Most of these will be in pink and red, her best colors.

Elizabeth Haynes (Mrs. "Homer"): I start my boy off to school in boxer shorts with matching shirts until cooler weather. Then we switch to his favorites—blue jeans and bright plaid shirts.

Evelyn Dalton: Of my four, only one is in school. I make her own print dresses, changing, in cooler months, to bright plaid skirts, pleated or jumper-style, with yellow or blue sweaters.

★ C. C. KELLER'S VACATION

You might know that the Greene County agent whose fine talks you hear over KWTO would spend his vacation in the public interest. He journeyed to Washington, D. C., for a meeting of the National County Agents' Assoc., of which he has been an officer for 10 years, and studied the experiments with Holland cattle and "family size" turkeys at the famous Federal Agricultural Experimental Station at Beltsville, Md. Mr. Keller was especially interested in crosses of high-production Dutch cattle with Holsteins, Jersey and Guernseys. These crosses, he learned, were out-producing the best of any U. S. breed. "A trip to Beltsville," he said, "is just like drinking out of the spring at the head of it. There's so much to learn!"

Mr. Keller did find time for a pleasure trip by boat on the Potomac river.

HILLBILLY HEARTBEATS

(Continued from page EIGHT)

the people to whom I love to talk over the air, the simple-hearted people who find the rainbow of contentment at the foot of the mountain.

They live in a world of their own among the peaceful hills and on the little fishing rivers. They look away and see not the smoke of battle or the roar of bombs. They see the blue-green haze beyond the ravine, and smell the holy incense of burning cedar. They know nothing of stocks and bonds and political intrigues and hysterical filibusters. They can go out in their fields in the lovely autumn and watch the fires gleam from the red sumac and sassafras and run the whole gamut of human emotions right there, just loving the earth and the sun and the moon and stars and their fellow man.

Yes, I love the simple-hearted folks . . . The spinners in the sun . . . The singers, the weavers, the pied pipers and the dreamers. The saving of this whole world will yet be accomplished by the simple-hearted folks, those whose thinking is not clogged with every cross current of "ism" and political poisons, and bewildered by every reaction in a mad world. Long live the Ozarker! As long as fiddlers fiddle tunes and dreamers dream dreams. As long as men count the soil and the things of the good earth as their most priceless possessions.

Goodbye and try to be good if you can. Remember that "I'm your'n till the moon turns green and elephants roost in trees!"

MAY

★ PAUL GLYNN, JR., ILL

KWTO Newsman Paul Glynn and his wife, Noi Mae, had a bad scare last month when Paul Boyd Glynn, Jr., 5 years old, developed poliomyelitis symptoms. He awoke from a nap with a temperature and complaining of a severe headache. Paul's father, a prominent Springfield physician and surgeon, was called. Paul, Jr., was taken immediately to Burge Hospital, where a spinal tap revealed that he did have polio. Fortunately it was a light case, there was no paralysis, and he was released from the hospital 24 hours later, having passed the contagious stage of the disease.

★ H. & J. JOIN JONES

The only cheerful thing about the departure of Homer and Jethro to join Spike Jones' Orchestra, the maddest, most unmelodious crew in radio and show business, is that it really opens the way to the big time for this popular team. They joined Jones in Indianapolis for a week's Indiana State Fair engagement Sept. 4, and may have an opportunity to appear on his network program this winter as well as make records with him.

Jones sent talent scout-agent Dick Webster from Hollywood to sign them up after hearing their recording of "Baby, It's Cold Outside." We wish them luck—although we'd like to have them back with us.

★ WHIPS TO PITTSBURG

Lester La Forte of Pittsburg, Kan., won the Whippoorwills! Remember the contest the boys conducted, offering to play, free, for the person who named their theme song? Mr. La Forte's winning title: "Blue Mood in the Ozarks," appropriately suggestive of dusk in the land of smoky hills, a pensive mood, and the hillbilly strings on which the theme is played.

August 31 was the night of the engagement—a benefit performance called KWTO Karavan at the Tower Ballroom, Topeka, with proceeds going to the VFW Home for Orphans of the Honored Dead in Eaton Rapids, Mich. Those who made the trip were the Whippoorwills—Bernie Wulkotte, Gene Monbeck, Doug Dalton and Roy Lanharn; Pat Evans, Bill Ring, Lou Black and announcer Don Dailey. And of course the Mighty Whippoorwill Players wrote one of their original "Soapbox Operas" for the occasion. We'll have more details for you in the October Dial.

DEAR DIAL:

**QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS**

Q. Is the Homer and Jethro act part of the Whippoorwills, with Gene and Doug? (E. M. J., Marshfield.)

A. I can understand how you might think so, hearing Homer and Jethro sing duets of their own original songs, and then listening to the comedy on the 3:30 p. m. Whippoorwill show. Homer and Jethro, Tennessee boys, have worked together for 14 years, most of that time as a team. The Whippoorwill act consists of Gene Monbeck, Doug Dalton, Roy Lanham and Bernie Wulkotte, and they'd never met Homer and Jethro until they came to KWTO. All of them work the Farm Hour together, however.

Q. I would like to see a page 20 picture of Bill Hickman. How tall is he, and how tall is Bill Ring? (Dial Fan, Monett.)

A. There are a lot of "page 20" requests ahead of yours, but if you'll be patient, we'll fill yours in a few months. Bill Hickman is about five feet, eight inches tall. Bill Ring two inches taller.

Q. What color are the editor's eyes? (Mrs. T. R. T., Hilda, Mo.)

A. Blue.

Q. Why not put in the age with the birth dates? (A. G., Winnipeg, Mo.)

A. Some people are sensitive about their ages, so perhaps it's best to write and ask for the specific ages you'd like to know.

Q. Where is Lennie Aleshire? (B. F. A., Grove Springs, Mo.)

A. On the talent staff of WWVA, Arlington, Va.

Q. How about Bill Hickman in the Spotlight? Is the Matthews Quartet still on KWTO, or are they heard by transcription? (R. B., Lake Ozark, Mo.)

A. We'll do a Spotlight on Bill within the next few months. The Matthews Quartet, now called The Jordanaires, is with a Nashville, Tenn., station, having moved there because they felt that the personal appearance field would be more lucrative.

Q. Are Homer and Jethro their real names? How about a large picture of Doc Martin? (Miss F. G., Cabool.)

A. Their names are Henry Haynes and Kenneth Burns. Doc's portrait will be along in a few months.

Q. Does Dale Parker write his songs from some of his own experiences? (Mrs. G. F., Laquey, Mo.)

A. Dale writes his songs, as authors write fiction, using ideas and thoughts that many people have experienced and can share. They are not necessarily his own experiences, however. For more information, see the article on Dale and his family in this issue.

Q. When will you have pictures of the Zed Tennis family and Ada and John Wesley Wilson? (C. A., Celt, Mo.)

A. Marge Tennis has been ill, so it will be several months before we can take a family picture. John Wesley is on the cover of this issue; both he and his mother were pictured in June.

Q. How old is Don Dailey? (Miss F. C., Rock Bridge, Mo.)

A. Twenty-one and eligible.

Q. What is the name of Loyd and Revay Evans' dog? (Mrs. K. T. R., Eldorado Springs, Mo.)

A. Prissy.

Q. It would be nice to have a "Pen Pal" column in The Dial. (C. R., St. Elizabeth.)

A. Sorry, but we've barely room to squeeze in all, the KWTO news we want to include. I'm afraid our little magazine isn't large enough.

Q. Does George Earle do the talking for his parrot, or does it actually talk and laugh? (M. J. B., Fayetteville, Ark.)

A. That, Margaret Jean, is about the only secret we have here at KWTO. Suppose we just say that to thousands of radio listeners young and old, Percy is as real as George Earle himself.

★ AUGUST CROSSWORD PUZZLE



THE PASSING PARADE

PHOTOS BY
REUEL HAYMES

Kim Allen Morton is the new arrival at the home of Violet and Jimmy Morton, posed here for his first picture with his mother and his aunt, Vesta Gamble. Violet and Vesta were a KWTO harmony team several years ago. Violet is former Dial circulation manager, Vesta the KWTO mail clerk. Kim Allen, whose mother is barely over five feet tall, weighed almost eight pounds at birth.

Below—Among the youngest Chuck Bowers fans are Kay Frances and Gail Ellen Keltner, children of Elbert Keltner, shown here on a recent studio visit with Doc Martin, Chuck and Lou Black. Their mother, who just recently passed away, often expressed a wish to see their picture in The Dial. If you look very closely, you'll find that they're singing one of Dale Parker's hit tunes.



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★ PORTRAIT OF THE MONTH — SINGER OF THE OLD-TIME FAVORITES

In Petros, Tenn., where she was born, and on the farm near Nixa where she grew up, Aunt Martha Baty learned the songs she still sings, and in the way she still sings them. She, brother Slim and others in the J. C. Wilson family used to gather around the organ and "broadcast" to the neighbors over the party line. And when

Junior Haworth, her son, was big enough to reach a microphone standing on a cracker box, he sang them too. They have been part of the famous Goodwill Family since 1932, are heard for Sunway and MFA over KWTO, together with George Rhodes. Over 4,000 Ozarkians have already bought their new "shape note" songbook with pictures.