



The  
**KWTO**  
**DIAL**

10c

JAN. • 1950



★ HERO-OF-THE-MONTH

If a commentator turns actor, nobody is much surprised at such versatility, but when an actor turns commentator, that's news. Robert Montgomery is such a one. Lee Hats sponsors his brilliant commentary heard over ABC-KWTO Thursday at 8:45 p. m.



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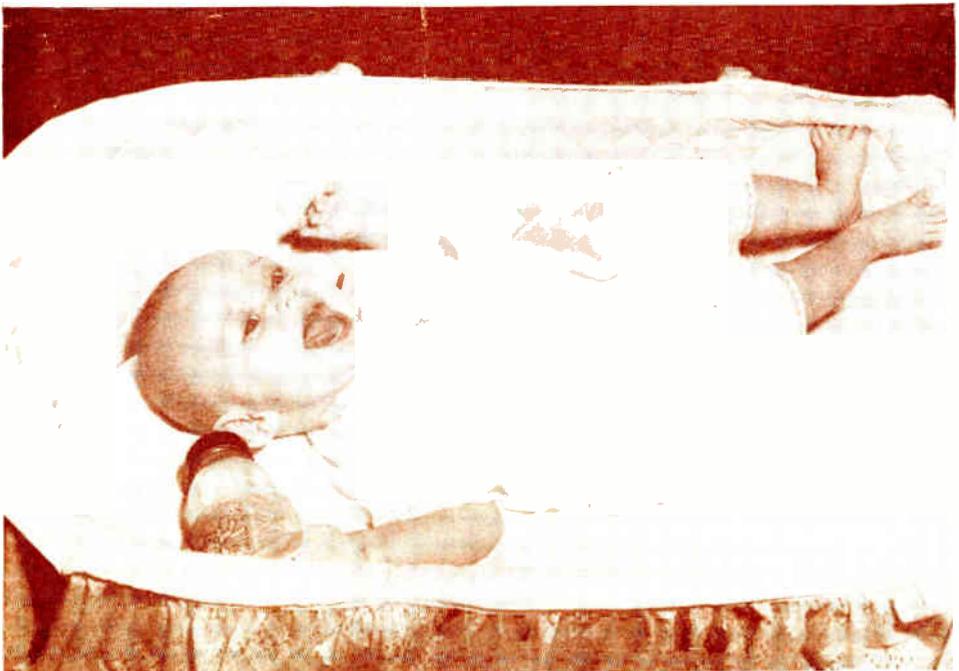
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The Dial is published the first of every month and serves radio fans in more than 100 counties in Missouri, Kansas, Arkansas and Oklahoma, as well as former Ozarkians in other states who are old friends of Radio Station KWTO.

If the numbers 1-50 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 — UNDISPUTED QUEEN OF THE SIMAN HOME

Although Susan Elizabeth Siman is some months older than she was when this picture was taken, it is still her merriest. Visitors

to the doll-size ranch house of "Si" and Rosanne admire Susie's pink-lined, lace-flounced crib as well as smiling Susie.

## DIAL CONTEST

CLOSES JAN. 15

One reason why this issue of The Dial is early is to remind you, in plenty of time, that your entries to our Lucky Subscriber Contest must be postmarked not later than midnight on the 15th day of January. Shall we run through the rules once more?

**Dial subscribers and members of their family living at home are eligible. No entry blank needed. Simply complete, in 50 words or less, the sentence: "I like to listen to KWTO because . . ." No verse or rhyme accepted. Judging, by Dr. Carl Stillwell of Drury College, based solely on sincerity and originality. Mail entries to Dial Editor, care of KWTO. All entries are Dial property.**

And would you like the 18 prizes listed?

**First**, a \$240 Dutch Oven Gas Range from Maytag Sales and Service, together with a trip to Springfield for the winner and a relative or friend (if the winner lives out of town), a day at KWTO, a night at the beautiful Kentwood Arms Hotel.

**Second**, an \$80 Zenith Radio from Four States Distributing Co. . . . **Third**, a \$33.75 Bulova Watch from Shirk's . . . **Fourth**, Sunbeam Pop-Up Toaster from Ozark Motor and Supply . . . **Fifth**, a year's supply (24 cans) of Yellow Bonnet Coffee . . . **Sixth**, 1/4 ton of Lipscomb's 26% Hog Supplement . . . **Seventh, eighth and ninth**: \$10 in cash . . . **Tenth, 11th, 12th and 13th**: \$5 in cash . . . **Five runner-up prizes**: autographed portrait photos of the stars of any KWTO program each of these winners selects as his or her favorite.

And remember, you have only until Jan. 15th to order or renew The Dial at the special contest price of \$1 for 13 months. Get those entries in!

## SPONSORS' CORNER

Allied Chicks will be footing the bill for some fine programs starting the first of the year—Hollis Warren at a new time 5 p. m. Mon., Wed. and Fri.; Lonnie and Thelma at 2:15 p. m. Mon. through Fri.; Goodwill Family at 6:30 a. m. Tues. and Thurs.; Hayloft Frolic Sat. morning at 11. Quite a parade of talent, isn't it?

Staley's Sweetose Syrup will bring you Saddle Rockin' Rhythm Mon., Wed. and Fri. at 10 starting later in January . . . America's Town Meeting, sponsored locally by Southern Missouri Trust Co., is heard at a new time, 8 p. m., on Tuesdays.

Tennessee Nursery, whose "lowest cost-per-order" placque we won last year, will be back Jan. 2 with the Prairie Playboys at 7:45 a. m. Mon. through Fri. . . . Sun-

## ★ COVER STORY

As further proof that The Dial is the readers' own magazine, we rounded up all the lads who announce KWTO programs to give you a cover picture often requested by KWTO fans in the past few months.

Reading clockwise, beginning in the lower lefthand corner:

**Ray Merriott**, whose morning shift includes Yawn Patrol, Lonnie and Thelma at 6 a. m. for Missouri Hydro Gas and Willard Tablets, Chuck Bowers' 8 a. m. show for Staley Milling Co.

**Chuck Hesington**, working Chuck Bowers' 3:15 p. m. Peruna program; a whizz on the 4:15 markets from Union Stockyards, and the merry, teasing announcer for the Dial Editor at 4:25.

**Paul Adams**, newest addition to the staff, working the 2:15 p. m. Lonnie and Thelma show and reading the 6 o'clock news for Ozark Motor and Supply Co.

Assistant Production and Program Director **Joe Slattery**, "newsboy" at 7:30 a. m. for Butternut Coffee and Lipscomb's, at 9:45 for Williams Lumber Co. and Mrs. Tucker's Shortening, at 12:30 for MFA Milling Co. and at 4 p. m. for Creamo Margarine, distributed by Springfield Grocer Co.

**Don Dailey**, 6:15 p. m. Sportscaster and 10 p. m. newsman for Mid-Continent and Westside Lumber Co.

**Lloyd Evans**, Farm Service Director, with farm news and markets at 9:30 a. m. Saturday, Lipscomb's Farm Front at 11:45 the same day, the 11:05 Farm News and the 11:15 markets from Union Stockyards.

**Bill Bailey**, announcing Quisenberry's 6:15 a. m. Don Sullivan show, the Goodwill Family three days a week at 6:30 for Sunway and again at 6:45 for Busy Bee and Globe Department Store, Tennessee Nursery's Prairie Playboys at 7:45. He has his own 9:15 a. m. show, What's New.

Production and Program Director **Lou Black**, heard for Biederman's with the Carter Family at 7 and again at 10:45 with Slim Wilson; for Sunway at 3:30 p. m. (Carter and Chet), and for Red Star Flour with the same team at 3:45 on Cornfield Follies Time.

way Vitamins' current schedule: Goodwill Family at 6:30 a. m. Mon., Wed. and Fri., at 7:45 a. m. Sat. and 2 p. m. Sun.; Carter Family at 3:30 Mon. through Fri.

New spot announcement schedules have been contracted for by Kellogg's All-Bran (10 a week) and Cavalier Cigarettes (five a week), Chattanooga Medicine Co., for Black Draught (five a week). A new network show at 7:55 p. m. Wednesdays is Johnny Desmond, sponsored by Ronson.

# INSIDE AT THE STUDIO . . . NEWS AND DOINGS OF KWTO PERSONALITIES

Bill Bailey and Bill Ring are still sold on the skyways as a means of travel, despite difficulties on recent plane trips . . . Bill Ring took his first commercial airline trip to Chicago to discuss his new job. When the plane tried to take off after a stop at Peoria, the right motor wouldn't turn over. "It tickled me," said Bill, "to see the problem solved by a country boy wearing an old Army jacket. He motioned to an A-26 on the runway to wheel into position so that the 'wash' from its propeller would start the prop on our plane whirring. Probably learned his brand of aviation watching the windmill down on the farm" . . . An airplane motor caught fire on Bailey's trip south, but the excitement he expected didn't materialize. "No problem at all," the copilot told him. "We put them out automatically."

Cameras should have caught the expression of disgust on the face of Mail Clerk **Vesta Gamble** the day she won the booby prize for absent-mindedness. Vesta addressed a mailing sticker, moistened the back of it, remembered something she wanted to add to the address, and rolled it—wet and sticky—back into her typewriter. It took half an hour to clean the stuff off the roller . . . Young **C. C. Williford** was judged Grand Champion Tree Dog against entries from four states last fall, but don't get excited. He's a 'coon hound named, by his Arkansas master, for the weatherman . . . KWTO Treasurer **Art Johnson** sheepishly confessed, one morning recently, to loss of sleep for a most unusual reason. He woke up in the night, looked at his watch, read 5 a. m., his rising time, and bounded out of bed, shaved, dressed and went downstairs to breakfast. The actual time: 11:30. He'd looked at his watch upside down!

**Les Kennon** is still explaining, of his trip to New York, that the only reason he didn't buy the Brooklyn Bridge was because it had just been picked up cheap by a fellow from Arkansas . . . Of all the questions Dial readers have asked, none have wanted to know **Mother Maebelle Carter's** favorite song. It's one of the first she learned as a child in "Virginny," a Blue Ridge favorite called "The Wildwood Flower". . . Remember as far back as November when KWTO fed the Rodgers-and-Hammerstein concert to the whole ABC network? (And by the way, its quite an honor for a radio station to "feed" anything to an entire network.) The program was transcribed for rebroadcast on

the preceding evening, then "tested" for half an hour on a closed ABC line before it went on the air. After 20 minutes of testing, ABC's Omaha office called KWTO. "What transcription facilities are you using?" the Omaha engineers asked. "We never heard such wonderful reproduction!" . . . It was quite a tribute to KWTO's Chief Engineer **Fritz Bauer**, who set up the broadcasts, with untiring and indispensable help from **Al Stone**, **Selby Coffeen** and **Joe Slattery**.

"**Si**" **Siman**, head of RadiOzark Enterprises, the concern that helps KWTO talent earn extra money by making recordings for other stations, was up to his ears in paper work when **George Earle** brought him an ad in the "personals" column in *Billboard Magazine*. An entertainer was advertising for the whereabouts of "Suicide Siman, Wanted Dead or Alive" . . . Si, in turn, would like to find out who took from its envelope the clever wedding anniversary card he'd bought for his wife, and replaced it with two blank sheets of paper. "Wasn't that a sweet card I sent you?" he asked Rosanne over the phone. "Didn't you like it?" . . . "Like it!" she exclaimed. "I don't get it!" . . . The culprits were never identified, but **Shorty Thompson** is among the suspects.

The great news for **Happy Hollis Warren**, our bedfast songster, whose programs are recorded at his bedside, is sponsorship by **Allied Chicks**, told about elsewhere in this issue. As you listen to him at his new time—every Mon., Wed. and Fri. at 5—think about what obstacles of invalidism he has overcome because he refused to give up . . . **Selby Coffeen** and **Ray Merriott**, who have been working with him to record his programs week after week, report that even on bad days when his arthritis is painful, he is the soul of cheerfulness . . . Hollis achieved sponsorship through what radio folks call a "potentiality test," to see whether or not his work has commercial value. Radio friends who ordered the toy balloons advertised on his program for a time in December made that test "work" . . . His two special prides—the new guitar, with better tonal quality, and the religious song his older brother wrote for him, and which he often sings.

RadiOzark is recording the **Carter Family** and **Chet Adkins** for use on other stations beginning in February, and transcribing **Lipscomb Grain and Seed Co.**, commercials for

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# THE SPOTLIGHT . . . . .

VICTOR CONSIDERS HIM  
"GREATEST GUITARIST"

Chet Atkins is another in the long roster of hill-born KWTO stars who left a "wide place in the road" to find a wide place in the hearts of radio listeners . . . to play to them or to sing to them in a fashion old, sweet, sometimes melancholy, and always dearly familiar.

"Unless somebody told you, you'd never know you were in it."

That's how Chet describes his birthplace, Luttrell, Tenn., in the Ozark-like Clinch Mountains that tumble into the state from West Virginia.

From the toddler stage he had his father's fanatic devotion to music. At five Chet was twanging the strings of a guitar that belonged to an older brother, Jim, and when Jim left home the next year to find a radio job, somebody gave him an old ukelele. He then learned to "chord" and to sing "I Have No One to Love Me," among other lachrymose melodies, and that phase of self-education lasted until he was eight.

"Then," he says with a grin, "Mother busted it over my head one day when I wouldn't go to the well."

Later another brother, Lowell, traded a .32 pistol for an old guitar, and obligingly left it at home when he went off to seek his fortune. "I couldn't leave it alone," Chet remembers. "Sure, I had 'kids' fun, like playing hookey to go fishing, or swimming in Flat Creek, which was just a little bigger than a branch. And I remember, everytime we went swimming, the mother of one of the boys would come get her son, stand on the bank and give us a lecture, and we'd have to shiver in the water until she hauled him off home. No bathing suits!"

Chet describes his father as "a fellow who loved to farm—except when he got right down to it. He was always off to teach a singing school or give music lessons or travel with an evangelist." When Chet was six his parents separated and his mother remarried. Five years later he joined his father in Columbus, Ga. The youngster had developed serious asthma, and a change of climate was recommended.

The years in Georgia were often lonely, often monotonous—the story of a boy whose



dearest and closest friend was his guitar. Those years were a determining factor in Chet's career, and help to explain the fabulously full style he developed. Father and son lived on a farm 20 miles from town, five miles from the nearest neighbor, and except for intermittent high-schooling, Chet was alone most of the time. Mr. Atkins, who had studied under Showalter, taught violin and piano in town, while the boy listened to the singing of the colored folks working the farm, raising corn and a little stock. He recreated their harmonies on his guitar, working for hours to get the right shades of tone and chord. And he surrounded himself with music—radio, records, the singing of the farm hands. Saturday nights, after "white" church, he and a friend went to late service at the colored church to listen, entranced, to the spontaneous beauty of Negro hymns and spirituals. They went so often that, finally, a bench was reserved for them. His father had tried to give him music lessons, but admitted at last: "You learn more, and faster, by yourself."

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# HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD  
"QUEEN OF THE OZARKS"

Greetings friends:

This is the month of the glad New Year!  
"Oh, glad New Year, take not these things  
from me—

The old-time faiths—the shining loyalty  
Of friends whom long and searching years  
have proved—

The glowing hearth fires, and the books I  
loved."

And so, we cross another threshold. And we are still the same folks, we have the same likes and dislikes, we share the same heartaches and have the same loves as we did in the year just past. We are still Americans, and have that love of freedom and liberty instilled by our pioneers. Harry Emerson Fosdick, the renowned preacher, says, "In spite of all evidence to the contrary, the things that divide the world are trivial compared to the things which unite it."

A lot of people take New Year's Day to make all their pledges and swear off from a lot of their meanness. But the man who has to have a special day to swear off isn't going to stay sworn off very long. Every day in our lives should be a "New Day," and every year truly a New Year. Life can't beat us down unless we let it.

Remember the old story in our McGuffey Readers about the man who passed by a blacksmith's shop one day and stopped awhile? He saw old, worn-out hammers lying on the dirt floor of the shop and he said to the blacksmith, "How many anvils have you had, to wear and batter all these hammers so?" and the blacksmith said "Just one." And then he said, "The anvil wears the hammers out, you know." And so it is with life. We can take a lot, and the people who beat upon us wear themselves out if we keep alive with hope and faith and courage.

We got to talking, New Year's Day, about some of the old superstitions regarding the New Year, superstitions I knew all during my bringing up. Superstitions are as old as time itself. They are deeply imbedded in human nature and I, for one, cannot account for them. Neither can you. Nobody knows from whence they came nor whither they will go. They travel far indeed.

We used to think that you must eat your breakfast on New Year's morn with a dime under your plate. That brought you plenty during the coming year. They used to watch for the first person entering the house on New Year's morning. They called this "The First Foot." He played a significant role in the family fortunes. If he was dark he brought good luck, but if he was blond, it

was not so good. If he brought in a gift that was good luck because he "carried in more than he took out." They used to come see us and bring a small gift in order to fulfill this belief.

In the east they used to bring, as the best things for good luck, a lump of coal and a red herring. But they never did that in my hills, because we never even saw any coal except on trains when they came through our country, and such a thing as a red herring was not known. That's a sea fish.

If a girl looked out the window in the early morning and saw a man (other than her own father or brothers) that meant that she would be married before the year was out. If she saw a horse she could wish something and get her wish before the year closed. To see a dog was lucky but to see a cat foretold unhappiness.

They always wore something new on New Year's Day, but the garment had to be put on the first thing in the morning and worn all day, for luck. When we wished folks a "Happy New Year" we crossed our fingers which brought luck. And then there was another queer thing, and we tried it as kids over and over, but failed more times than we succeeded. The first word we were to say when we awoke in the morning was "rabbits," before we spoke any other word. That was big luck for the new year. To get the person you loved, you must put on your left stocking before your right on New Year's morning. And if you did all things, as far as possible, left-handed that day, then you would be blessed with good fortune all the year.

In early England they considered it very lucky to open a bank account on New Year's Day if it were only opened with a shilling. It was and still is a belief from many centuries back, that whatever you do on the first day of the year will be an indication of what will happen during all the months that follow in the coming year.

Well, I wish you a lot of good luck this coming year, be it by the sweat of your brow or just a good twist of fortune, or be it by superstition and old wives' tales. I hope you prosper and your desert blossoms like a rose. And I wish you, above all things on this earth, contentment . . . There's nothing like content of the old-time Ozarker. There has been nothing like it before or since. He was content with what he had, and not continually looking over into his neighbor's farm at the greener grass.

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## FARM FACTS

BY C. C. KELLER

Statistics show that one-third of the people of the nation are under-fed; that one-half are just fed fairly well; that we spend about \$6.61 per person per week for food. Our nutrition people tell us that this could be done for \$5 a week, and at the same time feed our people better food and (what is of interest to me) more of the foods raised by our farmers.

\* \* \*

A great physician recently said that we have a doctor for each 600 people in the city and one for each 1700 people in the rural and urban areas; that under present conditions we needed one for each 1,000 population, but if people were properly fed we would not need but one for each 10,000 people!

\* \* \*

Diet aid is needed in the country, too. A recent survey in a good rural Missouri county showed that only 26 7/10% of the children in that area received enough milk and milk products, while 19 9/10% of rural children in this Missouri territory near the middle of the state did not drink any milk and eat its products. 18 2/10% of these children didn't eat any eggs. Only 48 2/10% of these children in this studied area ate the recommended amounts of eggs!

## MEDITATIONS

BY AL STONE

I don't know the author of this bit of sacred verse, but its thought suggests a "search" in which we all might join during this new year—a search for the beautiful faces described in the poem. The title: "The Men Who Walk With God."

**"How lovely are the faces of  
The men who walk with God  
Lit with an inner sureness of  
The path their feet have trod;**

**How gentle is the manner of  
A man who walks with Him,  
No strength can overcome him, and  
No cloud his courage dim.**

**Keen, are the hands and feet, Ah yes  
Of those who wait His will,  
And clear as crystal mirrors are  
The hearts His love can fill.**

**Some lives are drear from doubt and fear  
While others merely plod,  
But lovely faces mark the men  
Who walk and talk with God."**

## FROM TEXAS

REPORT ON BILL RING

Bill Ring, Taystee Bread's goodwill ambassador over five stations in Texas as well as KWTO, is getting to be a mighty big man in the King-size state—and we don't mean in girth. The Taystee people have plastered his smiling face all over Dallas, Fort Worth, Beaumont, Wichita Falls and Houston, and points in between. His picture, and news of his 11:45 a. m. program, appear in grocery store windows, on thousands of postcards, on stickers (which some waggish Taystee employes occasionally glue to the backs of competitive salesman). A huge "spectacular," a neon-trimmed billboard on the Fort Worth highway just outside Dallas, carries a picture of Bill that measures seven feet from chin to forehead!

Texas papers, of course, paid plenty attention to his arrival. They described his beginnings in radio, in Springfield, when he was a theater usher working his way through SMS; his experience as an NBC staff announcer in Chicago and as emcee of Korn's-A-Krackin' coast-to-coast.

"Informality," said one Houston paper, "is the keynote of his program. For this reason he has been called 'the second Arthur Godfrey,' but his voice is more like Morton Downey's." It described him as "the friendliest guy in Texas." He'll also have a television program.

Bill flies back every week or so to record his 8:15 a. m. program with Bill Hickman, Zed Tennis and Bob White. He reports that his family, Thelma and the boys, have settled comfortably into their ranch-style home in Houston's West University section. Thelma likes it for the roses, the patio, the large, fenced yard, and the St. Augustine grass that will stay green the year around. "I took it," Bill confesses, "for that palm tree in the front yard. Now I can pretend I'm a beachcomber."

### ★ C. C. A FUNSTER

Weatherman Williford got a couple of large laughs at the Shrine Funstrel, in his role as a King of Fun. First of all he told about being classified 5-B by his draft board: "Bald spot, Bifocals, Bay window, Bridgework and Bunions."

"What do you do for your condition?" he was asked. "Don't you take anything?"

"Sure do," he replied solemnly. "I've taken so many of those Sunway Vitamins advertised on KWTO, I'm the only man in three states whose stomach rises in the east and sets in the west!"

**DEAR DIAL:****QUESTION COLUMN**

**Q.** Don't KWTO listeners know Eatherham goes along with Lonnie and Thelma to help Thelma keep Lonnie from being too bossy? He needs an older, steady hand. (E. E., Fristoe, Mo.)

**A.** That's the best explanation yet of Eatherham's tagalong tactics.

**Q.** Where is Maebelle Carter's husband? (Mrs. V. E. C., Oakland.)

**A.** Right here. He is business manager for the group and, as you'll see when he's pictured in February, an extra hand when instruments must be hauled to and from their car on personals.

**Q.** Is Pat Evans Lou Black's wife? Didn't she sing with the Whippoorwills this fall? Was she a radio entertainer before? (Mrs. J. W., Columbia, Mo.)

**A.** Yes to all three questions. Pat was on KWTO a number of year's ago, and was the "Ozarks' Sweetheart" on Korn's-A-Krackin' for several years.

**Q.** I love all the KWTO programs, but could we have Lum and Abner back on the station? (Mrs. H. B., Republic, Mo.)

**A.** I wish we could, but they are heard on CBS, and our network is ABC.

**Q.** How long have the Carters been on KWTO? Is June married? (Mrs. L. K., Summersville, Mo.)

**A.** Since October. No, June is not married.

**Q.** Where is Pete Cassell? What has become of the Wilson Brothers? (M. F., Fairview, Mo.)

**A.** Pete is on WARL in Arlington, Va., and Lennie Aleshire is also there. The Wilsons still live here and are in business, and often make recordings at KWTO for use on other stations.

**Q.** When can we see the picture of Chuck washing dishes? (Mrs. W. B., Lebanon, Mo.)

**A.** In February, for sure. I had planned it for this issue, but thought you would rather have many faces on our picture page. And incidentally, he's not washing, but drying them.

**Q.** I'd like to know if Chet Atkins is married to one of the Johnson twins, how long Penny Nichols has been married and how old is her husband, Tharon? (M. T., Dixon, Mo.)

**A.** In spite of the fine mistake I made in last month's Dial, Chet is married to one of the Johnson twins. (When I reported him unmarried, I was not only asleep at the

**HOMEMAKERS**

... BY EDITH HANSEN

Once again your pleasant little magazine, The Dial, has asked me to give you some of the recipes that have received much favorable comment, in the past year, from listeners to my 10:15 a. m. program. These are among the most popular, and I pass them along with my heartiest wishes for a happy, prosperous New Year to all of you:

**Spareribs a la Hawaii**

Cut 3 to 5 lbs. spareribs in serving pieces, removing as much fat as possible. (Render up the fat for your "drippings" jar.) Make a sauce combining 3 tablespoons brown sugar, 2 tablespoons cornstarch,  $\frac{1}{2}$  teaspoon salt (no more),  $\frac{1}{4}$  cup vinegar,  $\frac{1}{2}$  cup catsup, 1 9-ounce can crushed pineapple and 1 tablespoon soy sauce, and cook until slightly thickened (about 5 minutes), stirring constantly. Arrange layer of ribs in roasting pan, cover with sauce, add another layer, then sauce, etc. Cover pan tightly and bake at 350 degrees for at least 1 $\frac{1}{2}$  hours. Bake longer, preferably, if oven can be kept as low as 350 degrees. This is a variation on the "sweet-and-sour pork" dishes for which the Chinese are so famous.

**Lemon Bread Pudding**

Soak 1 cup dry bread crumbs (packed firmly) in 2 cups milk. Add the yolks of 2 eggs, beaten, then  $\frac{1}{2}$  cup sugar and the grated rind of one lemon. Stir well, place in a baking dish in a pan of hot water, and bake until it is like a custard. Remove from the oven, squeeze the juice of the lemon over the top, and cover with stiffly beaten whites of the two eggs. Bake until the meringue is brown.

switch, but from the neck up. But believe me, as much talent as we've got, you need an FBI filing system to keep up with all of them!) The Nichols' have been married three and a half years, and Tharon is 27.

**Q.** Did the Hadens lose their home by fire? (N. J. L., Salem, Mo.)

**A.** Yes, their home and place of business, which were only partially covered by insurance.

**In answer to G. M. F., Springfield:** I did not print your first question, because the answer is confidential. Yes, the children you asked about are adopted. In answer to the other questions, Lou has a daughter by a previous marriage, living in Kansas City. Ada Wilson is still well on the sunny side of 40.



# HAPPY NEW YEAR

... from all of us to all of you! From Foster and Johnson (above), Engineer Fritz Bauer (upper right), Si Siman and "Sully," C. C.'s Keller and Williford, May McCord (lower right), Lee Stone (lower left), Al Stone, the music-makin' guys and gals, the announcers on the cover, the grand gals who keep Business, Dial and Continuity Offices going, Orville, and Assistant General Manager Kennon, and lots of good listening in 1950!

# "FAIR AND WARMER"

COLUMN OF COMMENT  
By C. C. WILLIFORD

The day after I returned from two weeks with my mother in Illinois, death, as it must to all that breathe, claimed Simon Bolivar, the Siamese cat that appeared as co-cover boy with me on the October Dial. Simon made his home with his co-owner, Dorothy Hall, and her mother, Mrs. Bessie Hall, who called me Dec. 5th and said he was so ill he could hardly stand. As soon as I could leave the office I picked him up and took him in a box of excelsior to the animal hospital. His usual nervousness was gone. He sat quietly in the box looking at me with his sad blue eyes as if thinking, with the old philosopher Omar—

"Into this universe, and why not knowing. Nor whence, like water willy-nilly flowing. And out of it, like wind along the waste, I know not whither, willy-nilly blowing."

The veterinarian told me he was very sick, undoubtedly suffering from a deadly virus disease that had already claimed numerous cats in this area. Simon seemed to know we were trying to help him, offered no resistance, neither flinched nor cried when the doctor jabbed him twice with a needle to inject serum. Then he was taken to an isolation ward to protect other animals, and, during the night, went to meet his ancestors—those famous Siamese cats of olden times who walked the walls of Oriental castles and were noted for their agility and usefulness in attacking trespassers, not to mention rats and mice.

Mrs. Hall and Dorothy cried and the moisture came to my own eyes when we were told he was dead. I'm an old softie when it comes to losing pets and I vividly recall my sadness when, as a small boy, I buried first Admiral Dewey and later Julia Marlowe, two other cats in my life. It must be the Egyptian in me, for ancient Egyptians held cats sacred, and I was born in that part of southern Illinois known as "Little Egypt."

There was uncanny coincidence in the passing of our Simon and that of another famous cat who died the same week and whose name, too, was Simon. Under the caption, "In Honored Memory," Time Magazine for Dec. 12 told of this other Simon, a small white-bibbed tom who was ship's cat aboard the sloop H.M.S. Amethyst. On her heroic voyage down China's Yangtze River last spring, this Simon got his white whiskers singed by a Chinese Communist shell, his face and legs scratched by shrapnel, but he was undismayed and carried on his duty to king and country by catching at

least one mouse a day.

When the Amethyst got back to England, he was quarantined for the regulation six months, but a grateful nation had not forgotten him. Reporters came from far and wide to "interview" and photograph the solemn hero, and he was promised the Dickin medal for bravery in the armed forces—a medal named for its founder, an animal-loving English lady. Simon was also to be decorated by London's Lord Mayor on his release from quarantine, but on the eve of these honors he took cold and died. In a dark coffin draped with a Union Jack he was buried in a pet cemetery at Ilford, Essex, with a marker reading: "In Honored Memory of Simon, D. M."

So two noble cats, both faithful in their mouse-catching duties and loyal to their owners, have gone to their reward. I don't know if there's a cat heaven. I don't know if there is a life after death, even for man, for the question "Do we live after death?" has baffled both savage and savant through the ages, and of the millions that have gone on, "not one," as Omar said, "has returned to tell us the way." Yet "love will dream and Faith will trust that somewhere, somehow, meet we must." So isn't it logical that in the scheme of things we are to have a home in worlds yet to come—that we'll be privileged to enjoy the things we loved on earth, such as the trust of a dumb animal? My faith will be triumphant over fears . . . and if there is a hereafter, I'm sure that there will be two cats named Simon playing and rolling in beds of everlasting catnip among the flower gardens that line those golden streets.

## ★ DECEMBER CROSSWORD PUZZLE

B	I	L	L	R	I	N	G	H	I	S
A	D	B	A	E	R	O	I	R	O	N
R	E	E	D	Y	I	W	I	S	N	O
K	C	H	R	I	S	T	M	A	S	W
W	H	O	A	S	H					
O	H	W				C	E	H		
D	A	B				L	E	A		
E	L	S				S	R	M		
E	A	T				H	A	S		
			B	U	T	T	E	R	N	U
I	N	D	O	R	M	A	T	O	M	S
A	B	E	R	Y	O	I	L	Y	N	E
L	B	T	T	Y	R	O	F	E	N	S



# CROSSWORD PUZZLE

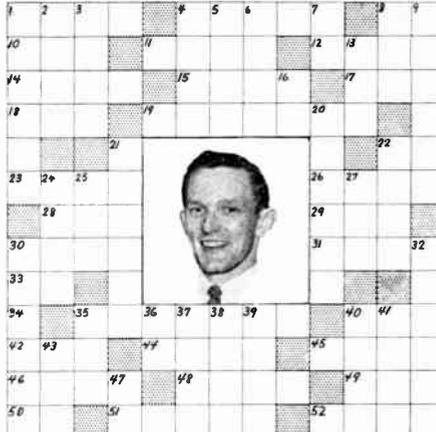
By Joe Slattery

## ACROSS

- and 4. KWTO's Farm Service Director.
- KWTO's home state.
- Large Australian bird related to the ostrich.
- Roman poet.
- Vessel.
- Strong wind.
- French noun meaning "zest" or "dash."
- Numeral.
- Before (poetic preposition).
- To shake.
- Egyptian sun god.
- To lease.
- "No" voice votes.
- High, craggy hill.
- Article.
- Long cloth wrapped as a garment by Hindu women.
- Comfort.
- Note in Guido's scale.
- Member of the upper house of Congress.
- Sack or pouch.
- Substantive pronoun.
- Type of dress fastener.
- To heat liquid until it bubbles.
- Old English contraction for "am not," "is not" and "are not," still commonly used.
- A three of cards.
- Dignified poem.
- Quaker for "you."
- Missouri town in Miller county.
- To vex or worry.

## DOWN

- This doctor's stock medicines are advertised on the KWTO Farm Hour Mon., Wed. and Fri.
- Persian poet.
- Christmastide.
- Always.
- Low, mean, base.
- First man.
- Hitler's Storm Troopers (ab.).
- Minute (ab.).
- Texaco sponsors these on KWTO on Saturday afternoons.
- Gardening tool.
- Nota bene (ab.).
- Horizontal support above a door or window.
- The coal miners were recently on one of these.
- Cereal grain (plural).
- French word for "state."
- Neither, — — —.
- Exclamation (usually expressing triumph).
- Vitamins advertised on KWTO on Goodwill and Carter Family programs.



- Little eagle.
- Male progeny.
- National sustaining (ab.).
- Prefix denoting "before" or prior to."
- Scartlett O'Hara's home.
- Not closed.
- A rude, ill-bred person.
- Assistant officer (military or naval).
- To hasten.
- Toward.

## INQUIRING REPORTER

**Bettie Low:** From what other radio personality have you learned most, either in style or programming, since you've been before a microphone?

**Chuck Bowers:** My vocal favorites are Eddie Arnold and George Morgan, now on WSM, Nashville. I've learned a lot from their records.

**Helen Carter:** I've learned everything I know—except what I've managed to pick up by myself—from mama. She taught me how to play my first instruments over 10 years ago, and how to build an original song just from a chord and a title.

**Lonnie Robertson:** Offhand, I'd say Bill Monroe of Nashville, a mandolin player whose easy, sincere ways have always appealed to me.

**Don Martin:** I've never given it much thought, but I've always liked the style of Jaquin Murphy, who plays steel guitar, my own favorite instrument. His style might be described as "western swing," and he has recorded with Spade Cooley and Tex Williams.

**Zed Tennis:** Spade Cooley. There's real versatility in his western fiddle, whether he's playing for recording or for a west coast barn dance.

# HERE'S LOOKIN' AT YOU . . .

BY NEWS CHIEF  
FLOYD SULLIVAN

The 1950 Daily Record Book that lies on my desk reminds me that members of the KWTO News Department already have begun writing a new chapter in the history of the Ozarks Region of South Missouri and North Arkansas. However, the stories our reporters will write will not be figments of the imagination or literary gems of creative genius. News is not made by the men who write it, but by the people of the city, county, state, nation and world in which we all live.

\* \* \*

In fact, the word NEWS is taken from the four points of the compass—N. for North, E. for East, W. for West and S. for South. So if at times you are displeased with the news, because there are too many stories of crime, robbery, mismanagement, intolerance, bribery and rotten politics, don't try to excuse yourself of responsibility by blaming the reporters who write the news. After all, the reporters only recount what the public writes into the official record of the police station, the courts, the journal of the state legislature, the Congressional Record, the minutes of civic bodies and on the ballots.

It might surprise you to know how distasteful rotten news, made by rotten people and rotten nations, becomes to veteran newsmen who have waded the national and international gutters two-thirds of a lifetime. These pencil pushers, I assure you, will welcome all the clean, wholesome, constructive news you can help make for them during the current year.

\* \* \*

Personally, I would like to fill that 1950 Daily Record Book, which I mentioned a moment ago, with assignments on constructive stories.

\* \* \*

Here in the KWTO News Department we are ready and willing to do a little more than our part in making the 1950 Chapter of the Ozarks Record show a constructive trend, but we are going to have to have a little help from the public. After all, news must adhere to the record and men write their own records. However, men who save lives make headlines as well as murderers, and some of our biggest stories have been written about men who saved business enterprises and departments of government from failure or financial disaster.



## THE ROBERTSONS . . . ALL THREE

Meet the schoolboy who's cool to the tales the historians tell, but a whizz in math and music—Jarrett Robertson, handsome nine-year-old son of Lonnie and Thelma. The family was photographed on its way to make a personal appearance, with Thelma carrying the fiddle on which Lonnie doubles when they're not singing, and Jarrett carrying his own instrument. "It's a fiddle when I play on the air or on a personal," he explains, "but it's a violin when I take a music lesson." Jarrett is in the fifth grade at Phelps School. He steals the show on all personal appearances the Robertsons make, but his favorites are those that take them close to Lutie, Mo., so that he can visit their farm near there and perhaps throw in a fishing line.

**SCHEDULE FOR JANUARY**

WHAT'S GOING  
ON AT KWTO?

**WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—Lonnie and Thelma  
 6:15 a. m.—Don Sullivan  
 6:15 a. m.—R. F. D. Roundup (S)  
 6:30 a. m.—Goodwill Family  
 7:00 a. m.—Carter Family  
 7:15 a. m.—Yellow Bonnet Show (M-W-F)  
 7:15 a. m.—Slim Wilson (T-Th-S)  
 7:30 a. m.—Newscast  
 7:45 a. m.—Prairie Playboys  
 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.—Rev. W. E. Dowell (S)  
 9:00 a. m.—Freddie Martin Orchestra  
 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.—Farm News, Markets (S)  
 9:45 a. m.—Newscast  
 10:00 a. m.—Saddle Rockin' Rhythm  
 (M-W-F)  
 10:00 a. m.—To Be Announced (T-Th-S)  
 10:00 a. m.—Meet Your Neighbor (S)  
 10:15 a. m.—Kitchen Talks  
 10:30 a. m.—Guide to Happier Living  
 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.—Hayloft Frolics (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 Front (S)  
 12:00 noon—The Carter Family  
 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.—Metropolitan Opera—ABC (S)  
 1:15 p. m.—Ma Perkins  
 1:30 p. m.—Bride and Groom—ABC  
 2:00 p. m.—Judy and Jane  
 2:15 p. m.—Lonnie and Thelma  
 2:30 p. m.—Ladies Be Seated—ABC  
 2:55 p. m.—Ted Malone

3:00 p. m.—To Be Announced  
 3:15 p. m.—Chuck Bowers  
 3:30 p. m.—Carter Family  
 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.—Rev. W. E. Dowell  
 4:45 p. m.—Tea and Crumpets—ABC (S)  
 5:00 p. m.—Hollis Warren (M-W-F)  
 5:00 p. m.—Guest Star ((T-Th)  
 5:00 p. m.—Four Knights (S)  
 5:15 p. m.—Ozark Newsettes  
 5:25 p. m.—One Man's Opinion—ABC  
 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.—Chandu—ABC

**SUNDAY PROGRAMS**

6:30 a. m.—Pipes of Melody  
 6:45 a. m.—Sunday Morning Reveries  
 7:00 a. m.—Rev. Hitchcock  
 7:30 a. m.—Three-Quarter Time  
 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—Voice of the Army.  
 12:15 p. m.—Cote Glee Club  
 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.—Goodwill Family  
 2:15 p. m.—National Guard Show  
 2:30 p. m.—Southern Baptist Hour—ABC  
 3:00 p. m.—Cavalcade of Music  
 3:30 p. m.—Voices That Live—ABC  
 4:00 p. m.—Casebook of Greg. Hood—ABC  
 4:30 p. m.—Greatest Story—ABC  
 5:00 p. m.—Drew Pearson—ABC  
 5:15 p. m.—Monday Headlines—ABC  
 5:30 p. m.—Hormel Girls Corps—ABC  
 6:00 p. m.—Think Fast—ABC  
 6:30 p. m.—Amazing Mr. Malone—ABC  
 7:00 p. m.—Stop the Music—ABC  
 8:00 p. m.—Walter Winchell—ABC

- 8:15 p. m.—Jergens Journal—ABC
- 8:30 p. m.—Chance of a Lifetime—ABC
- 9:00 p. m.—Lutheran Hour—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.—Share the Wealth—ABC
- 7:25 p. m.—Don Gardner, News—ABC
- 7:30 p. m.—Henry J. Taylor—ABC
- 7:45 p. m.—Spotlight on Industry
- 8:00 p. m.—Kate Smith Calls—ABC
- 9:00 p. m.—Keynotes by Carle
- 9:15 p. m.—Speaking of Songs—ABC
- 9:30 p. m.—Music by Ralph Norman—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Ted Malone—ABC
- 10:30 p. m.—Gems for Thought—ABC
- 10:35 p. m.—Orchestras—ABC
- 11:55 p. m.—News—ABC

**TUESDAY NIGHT**

- 7:00 p. m.—Challenge of the Yukon—ABC
- 7:30 p. m.—To Be Announced—ABC
- 8:00 p. m.—America's Town Meeting—ABC
- 8:30 p. m.—Basketball Game
- 9:30 p. m.—As We See It—ABC
- 9:45 p. m.—Our Town—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Ted Malone—ABC
- 10:15 p. m.—Gems for Thought—ABC
- 10:35 p. m.—Orchestras—ABC
- 11:55 p. m.—News—ABC

**WEDNESDAY NIGHT**

- 7:00 p. m.—Through the Listening Glass
- 7:30 p. m.—Sherlock Holmes—ABC
- 7:55 p. m.—Johnny Desmond—ABC
- 8:00 p. m.—To Be Announced—ABC
- 8:30 p. m.—Buzz Adlam's Playroom—ABC
- 9:00 p. m.—Salon Serenade

- 930 p. m.—On Trial—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Ted Malone—ABC
- 10:30 p. m.—Gems for Thought—ABC
- 10:35 p. m.—Orchestras—ABC
- 11:55 p. m.—News—ABC

**THURSDAY NIGHT**

- 7:00 p. m.—Challenge of the Yukon—ABC
- 7:30 p. m.—A Date With Judy—ABC
- 8:00 p. m.—Original Amateur Hour—ABC
- 8:45 p. m.—Robert Montgomery—ABC
- 9:00 p. m.—Author Meets Critic—ABC
- 9:30 p. m.—Go to the Met—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Ted Malone—ABC
- 10:30 p. m.—Gems for Thought—ABC
- 10:35 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.—Ozzie and Harriet—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.—Ted Malone—ABC
- 10:30 p. m.—Gems for Thought—ABC
- 10:35 p. m.—Orchestras—ABC
- 11:55 p. m.—News—ABC

**SATURDAY NIGHT**

- 7:00 p. m.—Challenge of the Yukon—ABC
- 7:30 p. m.—Sophisticated Rhythm—ABC
- 8:00 p. m.—Treasury Show—ABC
- 8:30 p. m.—Hollywood Bylines—ABC
- 9:00 p. m.—National Barn Dance—ABC
- 9:30 p. m.—Hayloft Frolic
- 9:45 p. m.—Shamrock Hotel Orch.—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Tops in Sports—ABC
- 10:30 p. m.—Popular Orchestra—ABC

**YOUR STARLORE**

BY OPAL PORTER

Happy New Year Folks!

Isn't it thrilling to embark upon an uncharted year, to wonder what new experiences await us as we trod familiar paths? We can thank our lucky stars for new problems to solve, new goals to attain. These are the things that relieve life of its sameness. No one need suffer dullness. The world is too full of interesting things!

And speaking of interesting people, our hats are off to Capicornians, whose birthday group rings down the curtain on the old year and ushers in the new one. Folks born between December 22 and January 20 have a head start on the rest of us. They

usually keep the lead too. Theirs is an executive sign, capable of handling big enterprises. Theirs is Saturn, destiny planet.

Saturn moves into their midheaven (career zone) next November. With Jupiter in their money house most of this year, the monetary situation should improve.

These ambitious Earth-sign people want to amount to something, and usually do. I might say with the late Al Smith, "Let's take a look at the record—" of Capicorn notables. The Old Warrior himself "lit" the candles on December 30. Benjamin Franklin, who gave us that bit of disproved advice, "Early to bed, and early to rise, etc.," was born on January 17, 1706. I dislike to dispute it, but it doesn't add up to "wealthy and wise" in my case!

## ★ REPORT ON SULLIVAN

Don Sullivan dropped by the Dial office the week before Christmas, when he was here to record more 6:15 a. m. Quisenberry programs, to tell us about his horse, Robin Hood, now 13 years old. Robin is as well traveled as his owner and, like Don has even been to Europe. Don bought him from Gene Autry, who had him high-schooled, took him on personal appearances all over the country, and even taught him to count!

Don, Lee and Lenna Beth live on a six-acre "city farm" in Independence, Mo. ("Me and Harry," Don grins), and that explains why he brought a trailer his last trip here.

"We grow corn," he said. "That's hawg food. My dad, down at Gainesville, has the pork. I'm going down there for 16 shoats, no matter what Williford says about the state of the highway."

Don was accompanied by Howard Rust, Quisenberry Mills Advertising Manager, and their plans included the annual Christmas party given by Chester B. Franz, Quisenberry distributor at Mountain Grove.

## INSIDE STUDIO

(Continued from page FOUR)

six other stations . . . Big thrill for the Carters and Chet, who record for Victor, is "going network" with a 3-3:15 program over ABC stations coast-to-coast Mon. through Fri. . . . ABC press releases describe their music as "styled by one of the foremost radio families" . . . In Don Dailey's fan mail: A beautifully typed letter from Bill Benson of Mount Vernon, 13, who writes a weekly sports column for two hometown papers and wants to be a sports announcer. He is attending school in St. Louis, the Missouri School for the Blind.

\* \* \*

Apology long overdue to Mrs. E. L. Robertson of Springfield, pictured in the June Dial at a Breakfast-at-Keller's broadcast being given George Earle's kiss for the oldest person attending the show. George's memory failed him, and we mistakenly captioned her "Mrs. Charles Gray." . . . Her letter explaining the mixup was one of the cleverest the Dial office ever received. "I must confess I was much excited," she wrote, "but am quite sure I gave him my right name!" . . . Fancy Bill Bailey's embarrassment, one day when he substituted for George on the Man-on-the-Street program, when he told a Treasure Chest contestant that she'd won "two silver dollars"—and then had to borrow the second from Selby Coffeen after the broadcast was over.

## WHO ARE THEY?

. . . NAME THE STARS

We had some surprisingly accurate guesses from Dial readers as to the identities of last month's "quizzers," so we'll go right on making this little game difficult. Who are these KWTO personalities?

1. All we're going to tell you about him is that his first name is of Welsh origin, and that he's the only KWTO-er whose pet is a Pekingese pooch.

2. If business or program affairs at KWTO are in a snarl, the classic cry is "Hey, Liz!" And although you've never heard her on the air, the station couldn't get along without her. Who is she?

Answers to last month's guessing game: The first was Ray Keltner, KWTO's other "man-on-the-street"—our City Sales Manager. The other, the lad who got his "announcing" start on a sightseeing boat in Florida, was Charles (Chuck) Hesington.

## HEARTBEATS

(Continued from page SIX)

One time there was a smart sort of fellow went down into the Ozark hills from the big level farming lands of North Missouri, from up there where they have 500 and 1000-acre farms every whip-stitch, and their walnut furniture and their antiques and their beaten biscuit. This fellow, who had gone down on a fishing trip, was at a little crossroads store on a small creek discussing farming and airing his book farming and college agriculture.

He said, "Why don't you, on these little 20-acre patches, try to take in some more land? Clear off the timber and have a farm like we do up in North Missouri. Why, you couldn't raise a fuss on such farms as these!"

"Well, we don't need 'em," one good natured chap drawled. "If we went too fur out in the field to plow we couldn't smell the ham meat a-fryin', when it comes time fer dinner. And it'd take too much shoe leather a-walkin' back'ards an' for'rards."

And that's contentment. Love what you have and stick up for it and be glad you have it. Get more if you can get it honestly, but don't skin somebody else in the process.

Keep a good heart within your breast, keep the peace of Allah within your soul and be at peace with your neighbor.

Ring out the old, ring in the new,  
Ring happy bells, across the snow,  
The year is going—let him Go!  
Ring out the false, ring in the true!"  
Goodbye—and God bless you— MAY

# THE SPOTLIGHT . . . . .

 CONT. FROM  
PAGE FIVE

You've noticed Chet's way of playing lead, harmony and a kind of accompaniment simultaneously? His explanation of that unduplicated style sounds simple: "There was nobody to play duets or trios with, the six years I was in Georgia, so what would you do? I tried making my playing sound like two guitars, and after awhile—" he looks surprised about it, still, "it worked!"

When Father Atkins went off to Cincinnati to work in the railroad shops at the start of the war, Chet's asthma returned to plague him with short breath and wheezing. "So," he says, "I slung my guitar across my back, headed to Tennessee, and got me a job."

Those were "shoe-string and short rations" days for the boy who was one day to be described by Victor talent scouts and press releases as "the greatest novelty guitarist in the country today." His salary at WNOX, Knoxville, was \$15 a week, and Chet, who had never managed money, didn't know how to make it stretch. He lived in a boarding house, chummed with two other aspiring young musicians, and thanked his hillbilly stars for fans who occasionally asked them out to their homes to dinner.

"It's mighty hard to mind your manners," he learned, "when you've been living on thin hamburgers and cold baked beans, and somebody puts roast beef and fresh vegetables and homemade pie in front of you. I guess it was sampling those square meals that made ambition kinda get ahold of me."

The grass was greener at WLW, Cincinnati, with salary and "take" from personals that sometimes totaled \$100 a week. Itchy foot sent him on to Raleigh, N. C., six months later, then to Chicago to audition with Red Foley for Grand Ole Opry on WSM, Nashville, and to make the network grade. Acquaintance with Zed Tennis brought him to KWTO six months later.

"Then another one of those six-month cycles hit and I was off to Denver, with Zed, to join Shorty Thompson's show. I couldn't seem to stay put. How long was I there? You guessed it—six months."

Victor Recording scouts had heard him on Korn's-A-Krackin' over KWTO, but it took them (wouldn't you know?) six months to find him. He made records of "Canned Heat" and "Aintcha Tired," and played accompaniment for such Victor artists as Zeke Manners, Homer and Jethro, Billy Williams and Texas Jim Robinson. Victor is so sold on him that his records are even released in France under the "Swing" label.

Entertainers who work with Chet always have a rosy word for his courtesy and co-

operative spirit. "He never busts up the act in the middle of a number," they'll tell you. But there's one act he did break up, assisted by Jethro. The beautiful Johnson twins, Fern and LaVerne, were rousing successes on WLW until 1946, when Chet married Fern and Jethro married the other. He pleads "no pictures" when you ask him about his wife and two-and-a-half year old daughter, Merle, and their Springfield home on East Pacific. Chet and his wife feel that so much of an entertainer's life belongs to the public, that one corner of it, home and family, deserves privacy.

Chet worked with Homer and Jethro in Knoxville until he joined the Carter Family in 1948, on the same station and as a recording artist, and came with them to KWTO last fall to the great delight of Ozarks area record collectors and guitar fans, especially Hollis Warren, another KWTO-er who had long followed Chet's intricate style, and Parker Hatfield of Metalton, Ark.

"He's my favorie fan," Chet says. "Parker comes up here every month or so, or comes around when I play a personal in his neighborhood."

Chet's shy but ready grin broadens a little. "You know, the admiration of a fellow like that means a lot. I guess I'm pretty moody, sometimes—worry about not being more ambitious, worry about this and that. But it always snaps me out of it to know I can please or entertain or interest somebody with what I play."

Chet, in turn, is a guitar fan, fascinated by the style of Les Paul, who records for Capitol and used to work with Chet's brother, Jimmy. Their first meeting took place at KWTO several years ago, and turned out to be rather embarrassing for Chet.

"I was playing a program in the little studio," he recalls, "and noticed a nice looking guy out in the hall watching me. So I said to myself, 'Aha! a fan! I'll knock him out.' I got that old guitar heated up and then ripped off a chorus of 'Seeing Nellie Home' the way Les Paul plays it. After the program was over, the fellow outside introduced himself. It was, sure enough, Les Paul himself! If I'd known, of course, I'd have played a chorus the way Chet Atkins would play it."

"Maybe," Chet hopes, "if the asthma that kept me out of the army doesn't tune up, I can settled down in one place for a change. I like KWTO. It's one of the few places I know of where hillbilly music and hillbilly artists are really understood."

## PORTSIDE PATTERN

... BY GEORGE EARLE

Looking back over 1949, I can't think of any basic changes I would make in my life. I experienced a few disagreeable moments now and then, had a few minor spats and otherwise ran the gamut of ordinary experiences. But there was no catastrophe, no terrifying experience I would have blotted out. On the other hand, I've had moments aplenty I would like to live over!

The biggest thrill came in July with the advent of Royal Brent, who has never ceased to amaze and delight me. He's six months old now and doing the things the average six-monther is expected to do, but nevertheless they give me the typical father's bang! He has a smile that he keeps turned on most of the time, and a chuckle like a bass singer that tickles me pink every time I hear it . . . Rickey is three years old this month, and doesn't mind letting you know, "I'm a big boy now!" His little mind is developing so rapidly it gives me an inferiority complex. I'm constantly reminded by his mother to watch what I say in his presence. Only yesterday he exclaimed, when he broke a shoelace, "Aw, darn that thing!"

I enjoyed my contacts with you Dial readers and KWTO fans through my several broadcasts. Someday I hope to devote this column to some of the enlightening things that have happened on my "Man-on-the-Street" broadcasts and at "Breakfast at Keller's." I only hope that I get to know better more of you during 1950, and take this opportunity to wish all of you a yearful of simple, satisfying pleasures and a goodly share of good fortune, health and happiness.

**When all is said and done,**

**The simple things are best;**

**Cool rain and goodly sun,**

**Hard work and careful rest.**

**When one has reached the end,**

**And these have been bestowed,**

**Warm love . . . earned bread . . . a friend . . .**

**How fair has been the road!**

**To sit awhile and dream**

**Before my open door;**

**To watch the sunlight gleam—**

**What sane man asks for more?**

**To see my garden grow,**

**What dearer thing there is?**

**To hear the great winds blow . . .**

**Child-laughter . . . memories . . .**

**A hand close-clasped in mine,**

**My own green bit of sod,**

**And in my soul, divine,**

**The living grace of God.**

## FROM THE FILES

... A DIAL REVIEW

### 8 Years Ago This Month

C. C. Williford's weather broadcasts blacked out by government orders in first week of war . . . Lee George celebrates 13th year of refereeing. (Now Sports Director at KFEQ, St. Joseph, Mo.)

### 7 Years Ago This Month

Staff members dare to announce their New Year's resolutions, and Slim Wilson won't plug his eggs on commercial programs . . . KWTO enjoys unusually good December reception. One listener writes she heard Lou Black and Bill Bailey very plainly in Panama City.

### 6 Years Ago This Month

Betty Hindman, program department secretary, writes interesting story on The Gamble Twins. (Betty is still in the city doing free lance writing.)

### 5 Years Ago This Month

Lou Black resolves to put his family above his horse in all matters . . . The Goodwill Family reunited when Junior comes home.

### 4 Years Ago This Month

Dial headlines Korn's-A-Krackin' as it goes coast-to-coast on MBS . . . Bill Ring, Dale Parker, Al & Lee Stone and George Rhodes among those pictured.

### 3 Years Ago This Month

Picture and story on Aunt Kate Jones, age 106, featured as oldest KWTO listener.

### 2 Years Ago This Month

Jean Matthews featured in Home-Keepers' Korner. (With her husband, Jack, in Manhattan, Kansas) . . . C. C. Williford displays his pride and joy—a four-pound small-mouth bass, "sportiest fish in inland waters."

### 1 Year Ago This Month

Announcer-disk jockey Jim Lowe describes how he once discovered, after eating four-legged "fried chicken," it was his own pet rabbit! (Now with WIRE, Indianapolis) . . . Slim Wilson, John Wesley and Ada pictured tackling a pleasant chore—trimming the Christmas tree.

### WORDS OF WISDOM

Shorty Thompson, who drives to and from work from their farm at Walnut Grove in the pickup truck, has drawn this conclusion about the fairer sex: "When a woman driver puts her hand out, you can be sure of only one thing—that the window is open."



★ HELPING HANDS ARE CONVENIENT AROUND THE HOLIDAY SEASON

In the top picture, Jean Scherner, RadiOzark secretary (left) dropped in on the Dial office to help out with heavy pre-Christmas mailings. Smiling welcomes to her assistance were Edna Boyle, promotion department assistant seated at the Dial's Addressograph

Mailer, and Betty Low, Dial circulation manager. In the lower picture, Nancy Merriott and the girls, Joyce Irene, six, and Loretta Jean, 9, get ready to surprise Ray with a ready-trimmed Christmas tree in their home near Galloway, where the Bill Baileys live.

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★ PORTRAIT OF THE MONTH — HE MAKES BOTH: GUITAR AND MUSIC

Farm-born like so many KWTO-ers, "Doc" Martin was musically christened Ulyan on his birth in Stone County near Highlandville. It was a school Christmas party in 1932, when he was 11, that further determined his destiny. His gift was a French harp, which he promptly mastered, going on to guitar, violin, piano—anything he

could find to "pick on." His three loves are his doll-pretty wife, Merle, their handsome boy, Mickey, and the making as well as playing of electric guitars. His music is heard on the 8 a. m. Chuck Bowers show for Staley Milling Co., again at 10 for Staley's Sweetose Syrup, on Chuck's 3:15 p. m. program for Consolidated Drug Co.