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# The KWTO DIAL

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# THE 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.

Address correspondence and renewals to Editor of The Dial, 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.

If the numbers 11-50 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

## EDITOR'S COLUMN . . . . .

OUR PAST & FUTURE

Helio Everyone:

It is certainly not without a few qualms that I extend my first greetings to you as the new EDITOR of THE DIAL. Somehow one cannot help feeling a deep responsibility when they are asked to fill the shoes of so capable a person as Jean Lightfoot Kappell. Jean's successes and merited friendships during her four years with KWTO are many, and to say that she will be sorely missed as a member of our radio family would be putting it mildly indeed.

Under Jean's direction The Dial grew and changed from the tabloid sized paper,

which it was in the beginning, to the attractive and newsy little magazine you find it today. To radically change so successful a format would be no less than to invite disaster. To our way of thinking, THE DIAL is YOUR magazine, its contents are the things that YOU have asked for and with this first contact between Editor and Reader I would like to assure you that this policy will continue to be the rule by which we will guide ourselves on future publications.

Naturally, new features will be added, old ones will be dropped. No two persons

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Dial Editor Bill Bailey and Circulation Mgr. Bettie Low plan this issue.

**HOLLYWOOD HOLIDAY** . .RAY KELTNER GUEST OF  
ABC'S "MR. PRESIDENT"

Do adults, just as children, ever live in the land of "make-believe"? You know, that fabulous land of day-dreams that somehow seems so far beyond the reach of folks who must live in a work-a-day world that to even think those dreams could become a reality would, to a person with an ounce of reason, seem but naught—and at times—just plain foolish. And yet, can any of us truthfully say we've never indulged? How often have you caught yourself dreaming of suddenly being transported, as if by magic, from your every day existence into the fairy-land of someplace you hardly even dared think that you might someday actually visit and enjoy? Oh yes, you've wished you might . . . wished mighty hard . . . and then **SUDDENLY**, just like a bolt from the blue, it **HAPPENED!** Maybe it was the wishing. Wishes do make dreams come true and this is the story of one that did. A story of a wonderful week spent amidst all the glamour and glitter of that almost unreal capital of the film-land—**HOLLYWOOD!**

It couldn't of happened to two nicer people. Folks that are very real to us here at KWTO, a most important part of the radio family. It's only because the man's work in this business of broadcasting is one of those behind the scene jobs, that you the listener do not know him better. There's a lot of such jobs in radio, important jobs, but these men seldom get the limelight. Maybe that's why we were so glad when this day-dream of our Sales Manager, Raymond M. Keltner, came true—came true not only for him, but a dream

that included his charming wife, Othello. Ray and Othello Keltner have just returned from their **HOLLYWOOD HOLIDAY**. We would like to tell you **WHAT** happened to them and **HOW** it happened . . . for **IT REALLY DID HAPPEN, YOU KNOW.**

In May of this year the Co-op Department of the American Broadcasting Company announced a sales-promotion contest open to all sales managers of ABC affiliated stations. They wished a promotional idea for their very popular air feature "MR. PRESIDENT" starring **EDWARD ARNOLD** and offered as an award for the best idea a week's vacation in Hollywood as Mr. Arnold's guest. The mention of being the guest of Edward Arnold must have been incentive enough but an added all-expense-paid trip for the winner **AND** his wife must have set radio sales managers all across the country to really turning over the old idea box. To make a long story short, (and there is so much to tell we'll probably never get it in our allotted space). Ray Keltner was declared the winner. His idea of the associated "KNOW YOUR PRESIDENTS" quiz for high schools is now a well established part of KWTO's broadcasting schedule and the tournament, past it's fourth week of contest, is proving its worth as one of the stations most popular features. (See the photo of contestants on the broadcast of Oct. 14th on page number 13.)

Mr. and Mrs. Keltner left Springfield, Mon., Oct. 16th, at 1:50 p. m. Their magic carpet was the flagship Rochester of the  
(Continued on page **THIRTEEN**)

# INSIDE AT THE STUDIO . . . DAILEY'S DOINGS OF KWTO PERSONALITIES

"Man works from sun to sun, but woman's work is never done," certainly doesn't apply to **George Rhodes**. Poor old George can't even get a little shut eye these days. Last week after a personal appearance that kept him very late, George decided he'd get a little sleep. Just after he closed his eyes the telephone rang, George's wife was out of the house so he answered. He had got back to the bedroom when he noticed that his prize hog was out of the pen. George retrieved the wayward porker. Before starting back to bed again George had to have a drink of water. Much to his chagrin the water was off! George investigated and found the water pump out of commission! Then the adage "Let George Do It," really paid off. George spent the rest of the day repairing the pump. Ugh! To put it mildly—George looked like a two month ole' pup who had just been retrieved from a mud pond after thrashing the water for hours.

**Lonnie, Thelma, Darrell** and **Jarrett** have enjoyed playing for big REA crowds the past month. October the seventh they were at Bolivar, the fifteenth found them at Marshfield and then the eighteenth they played for the REA members at Rockaway Beach where all four tried their hands at the grand ole' sport of fishing. Box score for the day was: Jarrett 11, Lonnie 2, Thelma 0, Darrell 0. Like father, like son isn't quite apropos in this case: Lonnie needs some lessons from expert Jarrett it looks like from here!

Overheard recently after the **Down-Home Folks** did a show at Norwood, a fellow walked up to **Lonnie Robertson** and said, "Sure did enjoy your program. I was a little disappointed because Eatherham didn't come, but Lonnie, you sure did a good job of imitating him!!!"

**Joe Slattery** and **Lou Black** are beginning to regain their health, stamina and vigor and even look better after their recent trying experience. When he was asked if he wasn't worried about having two boys, Joe was quoted as saying, "Don't tell me they gang up on you!"

**Dick Buckley's** homesickness was greatly relieved when his parents from Decatur, Ohio paid him a short visit this past month. Incidentally, Dick's mother passed along a formula to **Joe Slattery** and **Lou Black**, she thinks will take Dick out of the single class. She thinks any one of our Ozark gals would make him a wonderful missus!

**Chuck** and **Bonnie Hessington** and the kiddies are the proud owners of new western style, leather upholstered living room furniture. Bonnie hopes to add a western,

rambling style home, at some future date, to the permanent family possessions.

**Dale Parker's** sage comment when President Truman's October 24 message was broadcast on KWTO was, "He should have come on with his theme song—You Can't Be "True-man".

**Zed Tennis** wanted to know if Mr. Truman would replace their show every day, to which **Carl Haden** replied, "It would have to be somebody like the President to move **Slim Wilson's** show, and then it takes a war to do it?"

**Si Simon**, RadiOzark's "go gettum" Manager has purchased a beautiful new, six-room home at 1515 South Kickapoo. He's the second member of our radio families to move his family on Kickapoo. **Joe** and **Mary Slattery** and their two all-American boys also reside on that avenue. **Rosanne Simon** decorated the entire home, and Si's pride and joy is the knotty pine den. There are three bedrooms—expecting an addition or two. Si?

**Vern Hawkins** is running with the best of the football prognosticators this fall. Since the season opened, Vern has been right with his predictions 222 times. He has been wrong only 45 times. You can hear Vern's predictions about local, regional, and national teams every Thursday at 6:15. Also, every Tuesday he hates the top ten on the Sports Spotlight.

Election time means a heavy extra load of work for our news room. News Chief, **Floyd (Sully) Sullivan**, along with our competent newsmen, have already put in many extra hours in preparing the apparatus for tabulating and reporting the vote count as it is reported.

First of all, **Sully**, along with **Leonard Rader**, **Paul Glynn**, **Dick Shelton** and **Vern Hawkins** have prepared a detailed chart to list the voting by percents for each Republican and Democratic candidate. The night of the election KWTO newsmen will be in immediate contact with the vote counting by direct telephone. As the voting is reported it is compiled quickly and accurately on tabulation sheets before the announcer on duty reads them. In this way, by listening to KWTO, you have an accurate, if unofficial report, up-to-the-minute on how the voting is proceeding.

The most important cog in all this news machinery is **Ruth Sherwood** of the Business Office. In fact, **Sully** says that without **Ruth's** swift tabulation the works would fold. He says he's never worked hundreds of elections, but he's never seen anyone more efficient than **Ruth**.

**WORDS OF LIFE . . . . .**NEW PROGRAM REPLACES  
"SERMONS IN SONG"**(EDITOR'S NOTE:)**

This is the third in the series that is designed to better acquaint you with the men who bring God's word to the thousands of KWTO listeners. The December issue will present Dr. Sears F. Riepma.

**REV. EMIL A. BALLIET**

Rev. Emil A. Balliet was a very young man when his attention was arrested by an impelling urge to minister to humanity. His ready response to this call has undoubtedly resulted in continuous happiness for him and invaluable services to others. For more than 20 years, he has lifted high, "the torch of evangelism" in preaching the Gospel to multitudes in audiences both visible and invisible.

The early days of Mr. Balliet's life was spent on the west coast. He was born in Portland, Oregon. He was the twelfth child of a family of thirteen children. At a very early age he moved with his parents from Portland to the state of California. It was there that he spent most of the years of his childhood. He finished his elementary and high school education in California and graduated from the Glad Tidings Bible Institute and Seminary in San Francisco. Later he received his degree in Education from the University of Minnesota. Prior to his coming to Springfield nearly four years ago, he did both pastoral and evangelistic work. His travels in the ministry has taken him throughout the United States and the Dominion of Canada.

He has a very keen interest in young people. His chief concern is to help them

steer the course of their lives into channels of success and usefulness and he has given considerable thought to their particular problems. Throughout all the North Central States he has administered in Youth For Christ Meetings and on other occasions he has accepted invitations to minister to young people in State Youth Camps.

Because of his talent for music and his love for it he learned to play pipe organ and piano, however his favorite instrument seems to be the violin. He played in the Symphony Orchestra while attending the University of Minnesota. With the playing of instruments and his singing he has thrilled his radio audiences many times.

He likes sports and out-door activities such as fishing and hunting, but his extremely busy schedule of pastoring Central Assembly of God Church in Springfield, his radio work, and fulfilling other ministerial obligations, prohibits him many times from entering into much needed and enjoyable recreation.

Each Sunday morning from eight to eight-thirty KWTO listeners hear him on his local church program, "Words of Life" formerly "Sermons in Song." He is the Narrator on "Revivaltime" Assembly of God National Radio Broadcasts which is heard throughout the nation and several foreign countries. It is released from KWTO from two until two-thirty each Sunday afternoon.

Twelve years of Rev. Balliet's work spent in teaching and administrative work in the North Central Bible Institute in Minneapolis, Minn. Three of the twelve years he served as Dean of the School and while he labored there he reached thousands of young men and women who have now graduated from the school and today they are ministering both in the homeland and in many foreign countries, doing pastoral, evangelistic, and missionary work. In Springfield he serves on the board of Administration of the Central Bible Institute, he is a member of the National Radio Committee and he is on the Board of the General Presbytery of the Assemblies of God. The ministers of the Southern Missouri District Council recently elected him as the assistant superintendent of the district.

His enthusiasm in Sunday School work has caused Central Assembly Sunday School to out-grow its present quarters and now

(Continued on page SIXTEEN)

# "FAIR AND WARMER" . . .

COLUMN OF COMMENT  
BY C. C. WILLIFORD

This is not a tale about snakes in your boots as it is said some fellows get at times when indulging in too much snake bite medicine, but an actual story of a snake in your fishing boat.

It all happened down on the White River in South Taney County, Mo., a few days ago when I had a pretty close call of being bit by one of Missouri's few native venomous serpents—the Cotton Mouth, or Water Moccasin as some people call them.

With three friends, I had tied both ends of our fishing boat to some willows which were emerging slightly above the surface of the water. This was about five feet out from the willow covered bank of the river and made the boat parallel with the bank. I was in the center of the boat setting astride the middle seat and was casting tempting baits of minnows, soft-shell crawfish and worms out into the middle of the channel and we were all having fairly good luck. I had just landed a nice size small mouth Black bass and Mark Hunt, one of my fishing partners, had just pulled in a bewiskered, five-pound, Flathead catfish.

True to the tradition of womankind and their national abhorrents to snakes, one of the daughters of Eve, who was in the end of our boat, naturally kept an eye out for these reptiles which had caused her ancestral mother so much trouble way back in the Garden of Eden. Suddenly one of the girls screamed, "Look out! Here comes a snake." And sure enough, way out in the middle of the river, we could see the serpent approaching in our direction with his head up just a few inches above the surface of the water and his writhing body making small waves.

I have long been familiar with the ordinary little, copper colored, spotted water snake which is really harmless. In fact, these water snakes are beneficial, for while they live on small fish and minnows, it is said that they can only catch those fish which are diseased and not spry enough to get out of their way due to some porous growth or other disease with which some fish become afflicted. I also know that these water snakes are also very shy of man and will not only avoid him, but if you happen to encounter one, he will make the quickest get-a-way possible. They will never come near you while swimming in the water.

However, this snake, Sunday, kept heading right straight for the boat and the girl, Nadine, began to scream. I took the matter very calmly because I felt that one wave of my arm or making a pass at him with my casting rod would change his course

or make him dive under water. But low and behold, all my gestures didn't phase him in the least. And before I could collect my wits, I looked down and here came the front end of that rascal right over the edge of the boat and between my legs which were astride the boat seat. Amid much screaming and consternation, I managed somehow to get away from the snake and got him over the end of my glass casting rod and tossed him on the mud bank, while the rest of the occupants were already to jump in the water in all directions. Nadine, who lives in mortal fear of snakes grabbed up a coke bottle and made a square mid-section hit on the reptile as he endeavored to climb onto the mud bank beside us. We then swung the boat around and proceeded to dispatch the snake with the boat's oar. But we only thought that we had dispatched him for we got so busy catching fish that in our excitement, the bad snake had crawled away from where he apparently lay dead on the mud bank.

It was not until I made a thorough check that it came to my attention that instead of a harmless water snake, it was a genuine Cotton Mouth, common in Southeast Missouri swamp lands, but really rare in the clear water streams of the Ozarks.

The Cotton Mouth is so named because the inside of his mouth is snow white. He is one of the most venomous of the four or five other poisonous snakes which inhabit our state.

Just how near I came to being bit by this intruder, I don't know, but at any rate, it was close enough. I have since been told by a score of fishermen and zoologists that the Cotton Mouth is the only snake which will not only fail to avoid you but instead will come right toward you and attack you.

In addition to the Cotton Mouth, the only other Missouri poisonous snakes are the Copperhead and the three species of rattlers which infest rocky regions of the Ozarks and the river bottoms of up-state Missouri.

Most vicious of the native snakes in Southern Missouri are the Copperhead and the small, timber rattlers. The garden snake, the water snake and the King black snakes are not only harmless as far as their bite is concerned, but are highly beneficial to the farmer. Especially the black snakes. While they, once in a while, swallow a hen's egg, their chief diet is rats and mice.

Although I never use snake bite medicine only in a case of actual snake bite, from now on I am going to see that I have a small portion along the next time I go fishing—just in case!

## EDITOR'S COLUMN

(Continued from page TWO)

see exactly eye to eye. But I would like to explain that when any such changes do take place they will be at the request of you, our reader. May I ask that you continue the most pleasant contact that Mrs. Kappell so enjoyed in the letters so many of you sent her way daily. I want to hear from you just as she did with your ideas, your requests and your comments.

Of course, being of the male species, I fear I cannot promise as prompt, as newsy and as efficient answers as I know Jean provided in many cases. My duties in editing the Dial are in addition to many others which I already had accrued in my position as KWTO's Publicity Director and to enter into personal correspondence with KWTO's millions of listeners and the Dial's thousands of readers offers an almost insurmountable task. However, rest assured that each letter will be read, appreciated and each request answered as soon as possible through the pages of the Dial.

Being appointed Editor of the Dial is a pleasure that I find hard to explain without first telling a little background. I like to recall the summer of 1941 when the idea of a station publication first came up, and as many of you will remember, the resulting first issue in August of that year. Being instrumental in getting that first copy, and many copies to follow off the press makes taking over the reigns a pleasure that I know I could not otherwise experience. It adds to my feeling of responsibility and my desire to see the Dial the best radio magazine of its type to be found anywhere. At least that is my promise to you, and with your continued support and help I know we can make it just that.

How about being THE DIAL'S representative in your community? If you like THE DIAL—TELL OTHERS, if you have fault to find—TELL US. The larger our circulation the bigger and better we can make it in the future.

May I extend all good wishes and my promise to serve you to the best of my ability as YOUR EDITOR . . . Sincerely,

Bill Bailey.

### ★ FIVE GENERATIONS . . . HAPPY HADEN HOMECOMING

When Mrs. Carl (Mary Jane) Haden Sr.'s mother, Mrs. Winnie Peterson of Los Angeles, Calif., arrived in Springfield recently for a visit it brought together five generations of the family. Five generations of a family are not all too common and when such does occur, more often than not, they are scattered here and there and getting the five individuals all in one place at the same time isn't often accomplished. This was Mary Jane's mother's first visit to Springfield in over ten years so, a happy homecoming it was . . . especially for Mary Jane.

Eighty-eight and a half years separate the oldest and youngest of this five generation group. The youngest is, of course, little Donald Lee Haden born May 24th of this year and the son of Mr. and Mrs. Carl Haden, Jr. That's Donald Lee bouncing on his father's knee and getting a lot of enjoyment out of the proceedings. Donald Lee's great great grandmother is Mrs. Cora E. Hobbs of Springfield who is pictured on the extreme left. Mrs. Hobbs is now in her 89th year having been born on Jan. 1, 1861 at Jerico, (Continued on page SEVENTEEN)



# HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD  
"QUEEN OF THE OZARKS"

## Greetings, friends!

Haven't we been having the most glorious Flaming Fall our Ozarks ever knew! Maybe by the time this comes to print, though, the frost will be on the pumpkin and the fodder in the shock.

I dread to see the fall rains come . . . Someway, they depress me so. Did any of you ever see that play or movie "The Rains Came?" We hill folks have no idea what the rains mean to river people . . . Cruel waters that rise and flood everything. Driving out recently, I looked at the little green farms and the homes and the peaceful, pastoral land, and I prayed in my heart, as I always do, that peace might come to this world. Real peace! Peace as it used to be when I was a child. Maybe we didn't appreciate it then. The human race always has to suffer before it comes to its knees. We let the lamp of peace go out, didn't we?

**"The glorious lamp of peace they lit in distant days**

**Went shining adown the years to brighten all our ways;**

**And we must keep it burning, with sympathy and trust,**

**God help us that no lamp goes out because we let it rust!"**

Yes, the glorious autumn is upon us! The troubador of seasons. I love the soft music of rustling leaves, the fireballs of bittersweet and the muskiness of paw-paws and persimmons and buttery nuts. And then the stiff regiments of corn shocks standing at attention in a field with pumpkins keeping their feet warm. And who but genuine Missourians can enjoy all of this?

What do you folks know about honey-dew? When I tell about honey-dew to people in the cities, they just don't believe it. I wonder if this was a honey-dew year. Honey-dew is a sort of sticky, mysterious substance that comes on the under part of foliage in the fields and hills and dales of the Ozarks. They say that the botanists have never been able to tell what it is or what causes it. But in a real honey-dew year it is fearfully sticky. They used to go out and honey-dew young turkey whenever they wanted it. My father was an invalid for several years, and John Butler our good neighbor, used to come over and say "Well, Mr. Kennedy, I'm going out and honey-dew you a young turkey this morning." And in a short time he would bring in the turkey. When the honey-dew was heavy of mornings, the young turkeys would flop around and get it on their wings and it would stick their wings together and you

would just walk right to them and pick them up. There used to be so many wild turkeys. I remember interviewing old Mr. Maples of Christian county, one time when he was in the legislature at Jefferson City, and he told me all about honey-dewing wild turkeys. But I was ahead of him there, because I had helped eat many a one. I wish someone would write me whether we had a heavy honey-dew year this year, because I have heard that we had. A Mrs. Snider of Mitchell, Illinois, told me that they had it so badly over there in 1942 men plowing with tractors said it fell and stuck like syrup to the tractors. And the filling station men had a time with it on the windshields and didn't know there was such a thing as honey-dew.

Nature is a queer thing.

Someone wrote me a letter and said, "May, you spoke of something being 'flat as a flitter.' What is a flitter and how flat it is?"

Well, that's a good one. A "flitter" is really a fritter, but we always said flitters. It's really a pancake, you know. I'll have to tell you a story on myself. When I was a young woman we used to gather in the stores in my little home town on Saturday. Everybody ganged up there and we just visited. Relaxation, fun and laughter. Whole families doing their trading, the merchants full of jokes and pranks. The drummers were staying over the week end and selling the merchants. A few strangers, a lot of young people and a lot of middle aged and even the very old. A friendly, almost party spirit on Saturday afternoon.

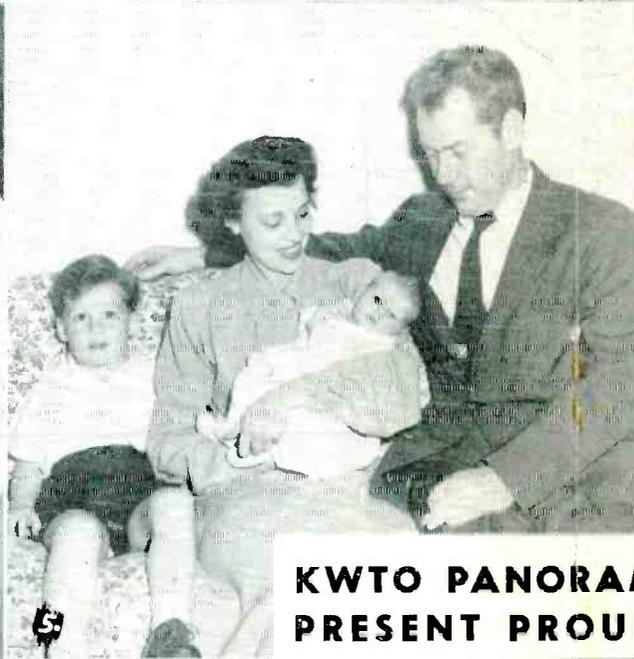
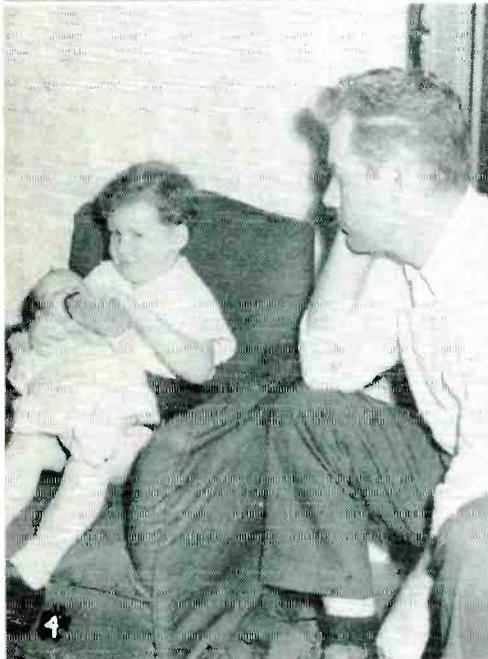
I was a very slender young woman, (believe it or not), very lithe—and I hope to tell you, what they call "willow!" The older folks thought in those days that a girl should be plump and solid and fat. We had a real character for a sheriff. Everybody liked him and he was always around under foot swapping yarns with the rest of us. But woe unto the one who tried to put anything over on that old chap! We were visiting and lolling about on a lovely summer afternoon, and about everyone was there. Suddenly the sheriff looked over at me and said, "May, you hain't any thicker through than a flitter!"

So, to my correspondent, that's just how thick a flitter is! Want to know anything else?

Goodbye—you know, like the old time circuit rider preachers who had to put up with the creeks and rivers—no bridges, no boats.—"I'll be with you next month, the Lord willin' and the creek don't rise!"

With love—

MAY



**KWTO PANORAMA PHOTOS  
PRESENT PROUD PARENTS**

1. Baby John Patrick Slattery makes his photo debut a comfortable affair as he reclines on his mother Mary's lap. Born Sept. 28th, weight 8 lbs. 8 oz.  
2. Proud Papa's have there day. Asst. Prog. Director Joe Slattery and Program Director Lou Black exchange congratulations (and CIGARS) to celebrate the happy occasions. NOTE: To producers of Roi-Tan Cigars—all this adv. ought to be worth something . . . huh!  
3. And here's the first photo of a charming Miss named Rebecca

Ann Black. Holding her of course is mother "Pat". Born Oct. 5th, weight 6 lbs. 1 oz.  
4. "A woman works from sun to sun . . . but, a MAN'S work is NEVER DONE." O'kay, maybe we did twist it around a little BUT, how about this picture? Jimmy Slattery (John's 3½-year-old BIG brother) takes over the feeding chores while Papa Joe worries about the colic. Feeding time comes often too . . . ask the MEN FOLK!  
5. The first family photo of the Slattery's since baby John's arrival.

Notice how much the new-comer looks like brother Jimmy. Three carrot-tops—(Mary will have her hands full, no doubt.)  
6. Grandmother Georgia Evans ("Pat's" mother) holds her first grandchild as mother Patsy gives Rebecca Ann a hair-do. Rebecca Ann out-does Papa Lou in the AMOUNT of hair . . . no kiddin'.  
7. Lou learns that when a third family member is added Papa has to start dealing in triangles . . . OFTEN. Make 'em come out even boy and remember an open pin really hurts a woman's vanity.

**PORTSIDE PATTEN**

CHARACTER SKETCHES  
A LA GEORGE EARLE

Best wishes for glowing success to Bill Bailey who takes over the editorial reins of the Dial buggy with this month's issue. We know you readers will be as pleased with his style of handling as you have been with Jean Kappell's in the past.

Meanwhile, our belated, but nevertheless loveliest lavender orchid to Jean for the wonderful job she did in building the Dial newsworthily and circulatoriously. (Gosh, I wonder if there could be a word like that?) Sorry Jean couldn't have been to Breakfast at Keller's on her last Saturday morning in Springfield in order that I might have told her goodbye in the manner expected on that program. Loads of good luck to her and Lon wherever they go.

Well, this is November, one of the loveliest months of the year—in the Ozarks, that is! Lots of famous people were born in November. To name a few, Daniel Boone, William Cullen Bryant, George Earle, Martin Luther, John Phillip Sousa, Will Rogers, George Earle, Oliver Goldsmith, Maude Adams, Robert Louis Stevenson, Robert Fulton, Jawaharlal Nehru, Zachary Taylor, George Earle, Andrew Carnegie, Louisa Alcott, Winston Churchill, and, come to think of it, my birthday is in November, too . . . the 18th. (No big presents, please, folks. I don't have a garage in which to keep a car and we don't have room for a grand piano!)

But, seriously, folks, since my birthday does fall on Saturday, November 18th, I'd like to see a lot of you at Breakfast at Keller's that morning to help me celebrate. I'll let you help me eat the birthday cake . . . as far as it goes.

Now for a few more nominations for which we didn't have room in the October issue. I nominate for the following titles:

Most accommodating: E. E. "Si" Siman, manager, Radiozark Enterprises.

Most modest: Sue Thompson of Saddle Rockin' Rhythm fame. (Please note, editor, I said "Suc", not "Shorty"!)

Most likeable: Shorty Thompson (lack of modesty notwithstanding!)

Most expletive: Paul Glynn of the KWTO Newsroom. (What a large unprintable vocabulary!)

Most reticent: Dale "Silent" Parker. (Honest, I don't think the guy even knows my name! What a jolt to my ego!)

Most contented: Sue Chambers of the Continuity Staff.

Most befuddled: Eatherham Hobbs.

Most amazing: Lonnie Robertson.

**LOOKIN' AT YOU**

BY FLOYD SULLIVAN

In the last issue of The Dial, Jean Lightfoot Kappell, the retiring editor, said goodbye to her readers and members of the KWTO Staff in an exceptionally well written article, which was read by everyone in the radio organization.

\* \* \*

However, as we read how much Jean was going to miss each and every one of us, we did not realize how much we were going to miss her. Several weeks now have passed and we have begun to take more accurate measure of our loss. We miss Jean not only because of her excellent work and enthusiasm, but also because of her charming personality and friendliness. That statement goes for everyone in the station from Manager Ralph Foster on down the line.

\* \* \*

One of the most interesting things about KWTO is the friendliness that exists among members of the organization. When it comes time for someone to leave, it isn't easy to say goodbye. The person who is taking his leave almost invariably hates to go just as much as we hate to lose him. Such an environment naturally lends itself to happy working conditions and on that score KWTO holds an enviable record.

Jean also will be missed by the youngsters who are patients in the Polio Unit of Burge Hospital. She made frequent visits to the ward and knew each of the children by name, and incidentally, the youngsters knew Jean. They looked forward to her visits, because she smiled and played with them, without any outward show of pity. Jean always insisted that she was never depressed by her visits to the polio ward. On the other hand, she said that it was an inspiration to see the courage with which those little fellows faced their handicaps and fought to regain health.

\* \* \*

Here in the News Department, we miss Jean's numerous daily visits, as she scanned the United Press reports on the teletype, keeping close tab on developments in Korea. She is vitally interested in national and international affairs and exceptionally keen in her interpretation of current events. She is an experienced newswoman and speaks the language of the city room, so it isn't difficult to understand why the pencil-pushers join other members of the KWTO organization in wishing her the best of luck in all future undertakings.

**CROSSWORD PUZZLE**

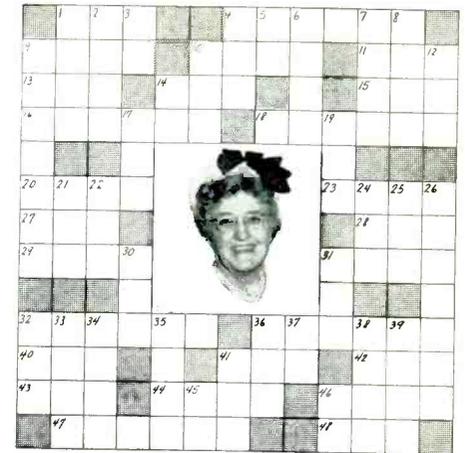
By Joe Slattery

**ACROSS**

- 1. 4. Pictured KWTO star.
- 9. Appellation.
- 10. "Rock-a-bye . . ."
- 11. Rowing implement.
- 13. Indian.
- 14. Spanish for king.
- 15. Abbr. for station.
- 16. Tried.
- 18. River.
- 20. Irish.
- 23. To snare.
- 27. Another way to spell night.
- 28. Metal bearing rock.
- 29. So be it.
- 31. Deodorant advertised over KWTO.
- 32. Missiles hurled from a bow.
- 36. Composer.
- 40. Enemy.
- 41. Cap.
- 42. First woman.
- 43. Tag.
- 44. Sentence to punishment.
- 46. Belongs to pictured star.
- 47. Leatherneck.
- 48. Be in error.

**DOWN**

- 1. Spouse.
- 2. City in Iowa.
- 3. Abbr. for Electrical Engineer.
- 4. Month.
- 5. Abbr. for chainbreak.
- 6. Growth.
- 7. Flower.
- 8. Collected statistics.
- 9. Slim Wilson's sponsor at 7:15 a. m. M-W-F.
- 10. Furniture for sleeping.
- 12. Male sheep.
- 14. Abbr. for in regard to.
- 17. Golf accessory.
- 19. A groove.
- 21. Edge.
- 22. What your eyes let you do.
- 24. Fish eggs.
- 25. A branch of learning.
- 26. They sponsor Ozarks Newsettes.
- 30. Prefix denoting new.
- 31. . . . . Johnson.
- 32. Astern.
- 33. Wander.
- 34. Girl's name.
- 35. Arabic for dry river bed.
- 36. Biblical name.
- 37. Exist.
- 38. . . . . Sir.
- 39. Always.
- 41. Pedal digit.
- 45. Upon.
- 46. Personal pronoun.



★ **COVER STORY**

Undoubtedly the menfolk will appreciate our cover this month more than the ladies but, we're just as sure you womenfolk will admit those pups are "darned cute." "A Man and His Dogs" might be a suitable title but the story it tells goes a lot deeper than that . . . just ask Dad. (Better not let him gaze at it too long or you'll find him whistling for old Jeb, oiling up the trusty gun and off to where the woodbine twineth.) For what man, who likes to hunt, won't appreciate the thoughts running through Boss Man Ralph Foster's mind as he admires the two newest additions to his hunting corp. Visualizing the not too distant day when those two youngsters will be grown, in the field and on the point for the always elusive quail isn't too difficult . . . is it Dad? No two ways about it ladies, when it's November, there's frost in the air and a good bird dog or two to urge . . . "let's be off Pal and see what we can scare up" . . . a man's best friend is his dog and you gals just have to play second fiddle.

If we haven't made it clear, KWTO's genial President and General Manager Ralph Foster is the man with the pups and also the fellow "on the hunt" with their two grown counterparts in our cover picture. Mr. Foster owns some of the finest hunting dogs in this section of the country. A number have been champions but, like most men, bloodline is secondary for between a good dog and his master there a tie that only a man and his dog understand.

**HAPPY BIRTHDAY TO:**

- John Mahaffey . . . . . November 6
- Betty Low . . . . . November 10
- George Earle Wilson . . . . . November 18

# HOLLYWOOD HOLIDAY . . . . .

 CONT. FROM  
PAGE THREE

American Airlines and just a little over seven hours later they were set down at the airport in Los Angeles. The Keltners won't soon forget the miracle of modern transportation for although they had both flown before, it was only in smaller planes and for short distances. A cross country trip, flying at seventeen thousand feet, cruising at a mere three hundred miles an hour, enjoying the most delicious meals, served by the most charming hostesses, witnessing the old earth of prairie, desert and mountains floating beneath you is not something one forgets easily. (At the beginning of this feature you'll see two "pic's" which Dial photographer Reuel Haymes snapped at the Springfield Municipal Airport as the Keltners were leaving. Photo at left, left to right, Mrs. Raymond Keltner, Mr. Leslie Kennon, Asst. Mgr. of KWTO, Mr. Keltner, Mr. Byrl Axsom, Pres. of Globe Realty Co., and sponsor of both "MR. PRESIDENTS" and "KNOW YOUR PRESIDENTS" on KWTO, Mrs. Leslie Kennon and Mrs. Byrl Axsom. Photo to right shows Mr. and Mrs. Keltner with the crew of the American Airlines plane which took them on the first leg of their flight to Dallas, Texas: Captain Hansard, Stewardess Souder and First Officer Johnston all of Ft. Worth, Texas.)

It was 9:10 at night as the giant DC-6 which took the Keltners in non-stop flight

from Dallas to L. A., settled down on the runway at the "City of Great Distances". Things really began to happen from that point and the next seven days . . . well, a suite of rooms at the Hollywood Plaza Hotel, located at the corner of Hollywood and Vine . . . a gigantic and gorgeous bouquet of California flowers awaiting them with a card reading, from "MR. PRESIDENT" . . . dining at the Brown Derby . . . the Don Beachcomber . . . the Coconut Grove . . . seeing and meeting the great of radio and films, William Bendix, George Sanders, Betty Grable, Glenn Ford, Dan Dailey, Joseph Cotten, Gregory Peck, Ann Baxter, Harry Von Zell, etc. . . . touring the 20th-Century Fox Studios, watching the shooting of two films soon to be released, eating at the studio commissary . . . seeing the latest in television, appearing on the west coast ABC release "WELCOME TRAVELERS" with Jack McElroy . . . becoming intimately acquainted with Edward Arnold himself, dining with him at his apartment and spending hours talking and hearing, first hand, the experiences of this outstanding star of radio, stage and screen. A trip to Santa Catalina Island . . . tours of the beautiful film capitol and Los Angeles itself. Meeting and knowing such swell people as Mr. and Mrs. Fran Conrad, Mr. and Mrs. Jerry Ross, both of the American Broadcasting  
(Continued on page FIFTEEN)



**SCHEDULE FOR NOVEMBER****WEEKDAYS AND SATURDAY**

5:00 a. m.—Yawn Patrol  
 5:45 a. m.—Rev. Hitchcock  
 6:00 a. m.—George and Buster  
 6:15 a. m.—Down Home Folks  
 6:15 a. m.—Farm Facts (S)  
 6:30 a. m.—Haden Trio  
 6:30 a. m.—Robin Hood Hoedown (S)  
 6:45 a. m.—Down Home Folks  
 7:00 a. m.—Goodwill Family  
 7:15 a. m.—Slim Wilson  
 7:30 a. m.—Newscast  
 7:45 a. m.—Yellow Bonnet Show  
 7:45 a. m.—Republican Party Reports (S)  
 8:00 a. m.—Johnnie Lee Wills  
 8:00 a. m.—Eddy Arnold (S)  
 8:15 a. m.—Bill Ring Show  
 8:15 a. m.—Derrel Friend (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. Hitchcock (S)  
 9:00 a. m.—Freddie Martin Orchestra  
 9:00 a. m.—Breakfast at Keller's (S)  
 9:15 a. m.—"One Man's Opinion"—ABC  
 9:20 a. m.—Song of the Day  
 9:25 a. m.—Betty Crocker—ABC  
 9:30 a. m.—Future Farmers of America (S)  
 9:45 a. m.—Newscast  
 10:00 a. m.—Saddle Rockin' Rhythm  
 (M-W-F)  
 10:00 a. m.—Robin Hood Hoedown (T-Th)  
 10:00 a. m.—Meet Your Neighbor (S)  
 10:10 a. m.—Kitchen Ttalks  
 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.—Know Your Presidents (S)  
 11:15 a. m.—Markets  
 11:20 a. m.—Farm Hour  
 11:30 a. m.—College of Agriculture  
 11:30 a. m.—American Farmer—ABC (S)  
 11:35 a. m.—Farm Hour  
 12:00 noon—Loyd Evans  
 12:15 p. m.—Goodwill Family  
 12:30 p. m.—Newscast  
 12:45 a. m.—Man on the Street  
 1:00 p. m.—To Be Announced  
 1:00 p. m.—Navy Recruiting (S)  
 1:15 p. m.—Ma Perkins  
 1:15 p. m.—Guest Star (S)  
 1:30 p. m.—Young Dr. Malone

1:30 p. m.—Here's To Veterans  
 1:45 p. m.—Judy and Jane  
 1:45 p. m.—Missouri Football (S)  
 2:00 p. m.—Chance of a Lifetime  
 2:25 p. m.—White House Report—ABC  
 2:30 p. m.—Korn Kobbler  
 2:45 p. m.—Down Home Folks  
 3:00 p. m.—Luncheon Club—ABC  
 3:30 p. m.—Goodwill Family  
 3:45 p. m.—Derrel Friend  
 4:00 p. m.—Creamo News  
 4:15 p. m.—Markets  
 4:25 p. m.—Williford Says  
 4:25 p. m.—Ark. Conservation Comm. (S)  
 4:30 p. m.—Weatherman Williford  
 4:35 p. m.—Everett Mitchell (M-W-F)  
 4:35 p. m.—Interlude (T-Th-S)  
 4:40 p. m.—Program Notes  
 4:45 p. m.—Rev. Hitchcock  
 4:45 p. m.—Stars on Parade (S)  
 5:00 p. m.—Jack Hunt  
 5:00 p. m.—Scouting the Stars—ABC (S)  
 5:05 p. m.—Albert Warner—ABC (S)  
 5:15 p. m.—Ozark Newsettes  
 5:30 p. m.—Meet the Band  
 5:30 p. m.—Harry Wismer—ABC (S)  
 5:45 p. m.—To Be Announced  
 5:55 p. m.—Falstaff's Fables—ABC  
 6:00 p. m.—Newscast  
 6:15 p. m.—Sports Spotlight  
 6:25 p. m.—Edwin C. Hill—ABC  
 6:30 p. m.—Lone Ranger—ABC (M-W-F)  
 6:30 p. m.—Jack Armstrong—ABC (T-Th)  
 6:30 p. m.—Buzz Adlam—ABC (S)

**SUNDAY PROGRAMS**

6:30 a. m.—Episcopal Hour  
 7:00 a. m.—Rev. Hitchcock  
 7:30 a. m.—Newscast  
 7:45 a. m.—Happy Hollis Warren  
 8:00 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.—Riders of the Purple Sage  
 9:45 a. m.—Haden Trio  
 10:00 a. m.—Voice of Prophecy—ABC  
 10:30 a. m.—Hour of Faith—ABC  
 11:00 a. m.—National Guard Show  
 11:15 a. m.—First Baptist Church  
 12:00 noon—Public Service Program  
 12:30 a. m.—Newscast  
 12:45 a. m.—Drury Quarter Hour  
 1:00 p. m.—Billy Graham—ABC  
 1:30 p. m.—Mr. President—ABC  
 2:00 p. m.—Revival Time  
 2:30 p. m.—Fine Arts Quartette—ABC  
 3:00 p. m.—Revival Hour—ABC  
 4:00 p. m.—Lutheran Hour—ABC  
 4:30 p. m.—Greatest Story Ever Told—  
 ABC  
 5:00 p. m.—Drew Pearson—ABC  
 5:15 p. m.—Monday Headlines—ABC  
 5:30 p. m.—Norman Brokenshire—ABC

6:00 p. m.—Newscast  
 6:15 p. m.—Jordanaires  
 6:30 p. m.—Cliche Club—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.—Cross Roads, T. Malone—ABC  
 9:00 p. m.—The Four Knights  
 9:15 p. m.—Jimmy Blaine Show—ABC  
 9:30 p. m.—Jackie Robinson Show—ABC  
 9:45 p. m.—George Sokolsky—ABC  
 10:00 p. m.—Newscast  
 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.—Inner Sanctum—ABC  
 7:30 p. m.—Henry J. Taylor—ABC  
 7:45 p. m.—Spotlight on Industry  
 8:00 p. m.—Martha Lou Harp—ABC  
 8:15 p. m.—Paul Harvey—ABC  
 8:30 p. m.—Johnny Desmond—ABC  
 9:00 p. m.—United—or Not?—ABC  
 9:30 p. m.—Labor-Management—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Sports Report—ABC  
 10:30 p. m.—Edwin C. Hill—ABC  
 10:35 p. m.—Symphonette—ABC  
 11:55 p. m.—News—ABC

**TUESDAY NIGHT**

7:00 p. m.—Modern Romances—ABC  
 7:30 p. m.—Quick As A Flash—ABC  
 8:00 p. m.—America's Town Meeting—ABC  
 8:30 p. m.—The New Frontier  
 8:45 p. m.—Treasury Show—ABC  
 9:00 p. m.—Million Dollar Ballroom  
 9:30 p. m.—Author Meets Critics—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Sports Report—ABC  
 10:30 p. m.—Edwin C. Hill—ABC  
 10:35 p. m.—Symphonette—ABC  
 11:55 p. m.—News—ABC

**WEDNESDAY NIGHT**

7:00 p. m.—Dr. Riepma Speaks  
 7:15 p. m.—Hollis Warren  
 7:30 p. m.—Bob Barclay, Amer. Agt.—ABC

8:30 p. m.—Detour—ABC  
 8:30 p. m.—Manhattan Maharajah—ABC  
 9:00 p. m.—Remember When  
 9:30 p. m.—The Martinique—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Sports Report—ABC  
 10:30 p. m.—Edwin C. Hill—ABC  
 10:35 p. m.—Symphonette—ABC  
 11:55 p. m.—News—ABC

**THURSDAY NIGHT**

7:00 p. m.—Modern Romances—ABC  
 7:30 p. m.—Quick As A Flash—ABC  
 8:00 p. m.—Original Amateur Hour—ABC  
 8:45 p. m.—Robt. Montgomery—ABC  
 9:00 p. m.—Million Dollar Ballroom  
 9:30 p. m.—Edgewater Beach Hotel—ABC  
 10:00 p. m.—Newscast  
 10:15 p. m.—Sports Report—ABC  
 10:30 p. m.—Edwin C. Hill—ABC  
 10:35 p. m.—Symphonette—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.—Sports Report—ABC  
 10:30 p. m.—News Commentary—ABC  
 10:35 p. m.—Illusion—ABC  
 11:55 p. m.—News—ABC

**SATURDAY NIGHT**

7:00 p. m.—Shoot the Moon—ABC  
 7:30 p. m.—Marry-Go-Round—ABC  
 8:00 p. m.—What Makes You Tick—ABC  
 8:30 p. m.—Can You Top This?—ABC  
 9:00 p. m.—Million Dollar Ballroom  
 9:30 p. m.—Hayloft Frolics  
 10:00 p. m.—Jimmy Dorsey  
 10:15 p. m.—Tops in Sports—ABC  
 10:30 p. m.—Popular Orchestra—ABC  
 11:55 p. m.—News—ABC

**HOLLYWOOD HOLIDAY**

(Continued from page THIRTEEN)

Company and the most talented Jean Hollaway, author of the ABC "MR. PRESIDENT" series.

Yes, we could go on like this (we have no doubt that Ray and Othello will be for months to come) but, then who could blame them. It's just one of those things that happen once in a lifetime. We'll have to leave lots of it out and just sum this HOLLYWOOD HOLIDAY up in the words of Ray and Othello themselves . . . "it would be

impossible, in words, to express our thanks and appreciation to all who were responsible for our grand and glorious trip. Edward Arnold is a most gracious host and one of those rare gentlemen that you meet all too seldom. He and the others have given us the time of our lives."

The Keltner returned to Springfield, by air, Sunday afternoon, Oct. 22nd, and although such "dreams-come-true" are hard to give up, we also know that the Ozarks of old Missouri also looked mighty good to them. We're sorta' glad, for we'd hate to lose such people as Ray and Othello Keltner.

**WORDS OF LIFE**

(Continued from page FIVE)

part of the school is housed in Pipkin Junior High School of Springfield which is located across the street from the church.

Mr. Balliet's friendly congenial manner and his pleasant personality has built for him a multitude of life-time friendships. In spite of his pressing duties of daily life and his heavy load of responsibilities he is always able to wear a wholesome smile. This smile reveals an inward faith which surmounts all difficulties and impending dangers. Through his faith in a higher power than the human he is thus able to succeed.

An outstanding and delightful experience in Rev. Balliet's life occurred in San Francisco in the year of nineteen hundred and thirty-two, as he met the lovely lady of his choice and married her. He has found in the charming Mrs. Balliet all that a heart could ever hope for in a splendid wife, a kind, gentle, and patient mother to their two small children, Judith Ann of eight years, and John Howard who is only five. All who visit the brick parsonage at 2201 N. Franklin are blessed and inspired as they go their way, a feeling that we feel sure is shared with those who only know him in his work over the air.

NOTE: Our sincere thanks to Lavirta Horstman, Secretary of the Central Assembly of God Church of Springfield for the preparation of this feature on Rev. Balliet's life and career.

**INQUIRING REPORTER**

**Bettie Low:** What is your favorite, current hillbilly tune and who is your favorite artist? Also, what is your favorite sacred number?

**Junior Haworth:** I think the best hillbilly tune that has come out in a long time is the new "Jellybean Rag," and about the best person I've heard sing it is Leon McAuliffe. "I Like The Old Time Way," is my favorite sacred number.

**Zed Tennis:** I believe the tune that I like best is "Panhandle Rag" and my favorite artist is Leon McAuliffe. It doesn't take me long to think about which sacred number I like best. I'll stick to the old favorite—Just A Closer Walk With Thee.

**George Rhodes:** There's nothing I like better than to hear Red Foley sing "Sugar-foot Rag." They're both tops with me. My favorite sacred number will always be "Hide Me Rock Of Ages."

**Derrel Friend:** I admire many hillbilly artists, but my favorites are Eddie Arnold

**FROM THE FILES**

... A DIAL REVIEW

**7 Years Ago This Month**

Jim West, favorite entertainer, is back on KWTO after absence, (Jim is now with KOMO, Seattle, Wash.) . . . Ozarks Farm Hour is lengthened to full 55 minutes . . . Bill Ring featured in Spotlight with family. (Bill is now with KXYZ, Houston, Tex.)

**6 Years Ago This Month**

George Earle's Book of Poems dues off press soon . . . Don Sullivan rejects offer of Hollywood (now with WHB, Kansas City, Mo.) Slim Wilson's fans put him at top of "Hit Parade" four weeks in a row.

**5 Years Ago This Month**

Johnny Kiado considered foremost among nation's accordion players, (now in Hollywood, playing musical background for some movies) . . . Sergeant Junior Haworth visits KWTO on one of his few leaves from the Army.

**4 Years Ago This Month**

Opal Porter features Zed Tennis in her column . . . Fritz and Jeannelle Bowers' new baby daughter, "Vicki," in Passing Parade . . . Dick Witty and Clifford Stumpf also in Passing Parade. (Dick is now in Cincinnati and Clifford is at Sappington, Mo.)

**3 Years Ago This Month**

KWTO stars become available for personals . . . Bob White in the Spotlight with picture and story. Vesta Gamble (now with husband at Bolivar, Mo.) and sister pictured in dresses Violet bought for them in Honolulu. Violet now here in Springfield.)

**2 Years Ago This Month**

Former Dial Editor pictured with her "radio cat", Shoo. (Jean Kappell is now with her husband in Dayton, Ohio.) Little Tommy Haden on the cover with his Thanksgiving Turkey.

**1 Year Ago This Month**

Newest arrival at the George Earle's, little Royal Brent Wilson, featured as Baby of the Month . . . Happy Hollis Warren is pictured for the first time since joining the KWTO staff. (His songs are now heard and enjoyed by many.)

and George Morgan. However, something that I think can't be beat is Red Foley singing "Old Shep." I like all sacred songs and sing most of them, but I guess the ones I like best are Amazing Grace and Just A Closer Walk With Thee.

## FIVE GENERATIONS

(Continued from page SEVEN)

Mo. This is the third time five generations have occurred in the family during Mrs. Hobbs lifetime . . . first, when her grandmother was living and her son was born and second, when her mother was living and Carl Jr. was born.

Making up the five generations are reading L. to R. in the photo, Mrs. Hobbs the great great grandmother; Mrs. Winnie Peterson the great grandmother, born Dec. 21, 1889 in Waynesville, Mo.; Mrs. Carl Haden, Sr., the grandmother, born June 21, 1908 at Dixon, Mo.; Carl Haden, Jr.; the father, born June 24, 1926 in Springfield and Donald Lee Haden his baby son born May 24, 1950, in Springfield.

May we add your congratulation to ours and extend them to some nice people?

## SPONSORS' CORNER

Glasgow Tailors on South Avenue are sponsoring the Sportscast by Vern Hawkins on Tuesdays, Thursdays and Saturdays at 6:15 . . . KWTO has arranged to carry sixteen of the home basketball games of SMS and Drury during the fall and winter seasons. Five of these games will be sponsored by OK Mattress Factory and five by the H. & W. Super Market located on West Kearney . . . Lincoln-Mercury sponsors have extended their contract six additional weeks . . . Old Judge Coffee featuring the Korn Kobbler have renewed their contract . . . Swift Ice Cream has renewed its spot campaign . . . The Metropolitan Opera again starts their season on KWTO Saturday afternoons beginning November 25, and will be sponsored by the Texas Company . . . Billy Graham will be heard on ABC-KWTO starting November 5 from 1 to 11:30 p. m. Sunday . . . Some of the accounts that have been on KWTO that you won't want to forget are D-Con which sponsors George and Buster at 6:15 Monday through Friday . . . Hadacol which features Lonnie, Thelma and Derrell at 3:30 to 3:45 . . . Colonial Bread with twenty-five spots per week . . . Gillette fights heard every Friday night via ABC-KWTO sponsored by Gillette Razor Blades . . . Huer-Dryer-Williams Shoe Store sponsors Derrel Friend Monday through Friday, 3:45 to 4 . . . Edwin C. Hill, sponsored by Pan-American Coffee, is aired at 6:25 to 6:30 p. m. Monday through Friday . . . Mid-Continent Petroleum Newscast at 10 p. m. Monday, Wednesday and Friday. This newscast is sponsored by Campbell 66 on Tuesdays, Thursdays and Saturdays . . . broadcast at 10:30 to 10:45 Monday through Friday sponsored by Holsum Bread.

## WHO ARE THEY ?

NAME THE STARS

It would seem that you DIAL readers and KWTO listeners are just getting TOO GOOD on this quiz STAR GUESSING game—the guesses just rolled in again last month and we'll have to confess, very few of them were wrong. However, so that you may know for sure if you scored a "hit" or a "miss" here are the correct answers based on the October clues:

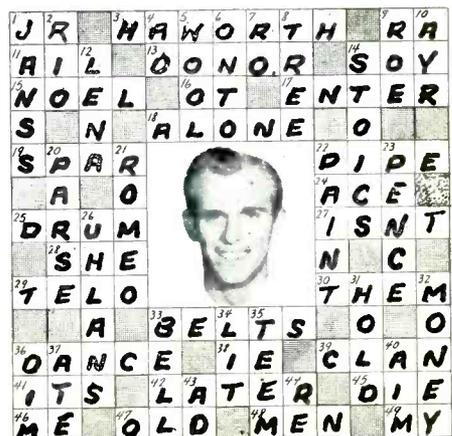
**Jimmy Haden** is the young fellow who has been singing ever since he could stand alone on a footstool. He also has varied artistic talents and an uncanny sense of harmony. **Al Stone**, sold electrical equipment before entering radio and was at one time program director of WHB in Kansas City. How did you make out?

Here we go again . . . (we're warning you these two won't be so easy—or will they?) Answers in next month's DIAL.

1. Born in Joplin, Mo.—played professional baseball—worked on the railroad. Broke into radio as part of a brother act in Indiana and became a part of KWTO back in 1940. With the exception of two short absences he's been with us ever since. Who is he?

2. He made his debut on a radio program sponsored by his father over KWTO in 1932. Ernest Harvey, known as the "Ozark Pal" was the featured entertainer of the show and Al Stone was the announcer. This young fellow made a guest appearance playing "Casey Jones" on the harmonica . . . he was a hit . . . hooked up with Ernest and they worked radio in Texas, Iowa and Missouri. He's been at it ever since and has come a long way. Who is he?

## ★ OCTOBER CROSSWORD PUZZLE



**DEAR DIAL:** . . . . .QUESTIONS ABOUT KWTO  
FROM OUR DIAL READERS

**Q.** How tall is Aunt Martha? How much does she weigh? How old are Lou Black and Bill Bailey? How old is Eatherham Hobbs? How old is Chuck Hessington? Why not a picture of him? May we have a picture of Jarrett Robertson soon? (Miss V. M., Grove Springs, Missouri.)

**A.** Aunt Martha is five-foot, ten inches and weighs 140 pounds. Lou Black is 44 years old and Bill Bailey is 40. In regard to your question about Eatherham—we'd say—"old enough to know better, but sometimes we doubt it." Chuck and family will be seen in "Family Portrait" real soon. We'll see what we can do about getting Jarrett photographed. He's kept pretty busy at school all day.

**Q.** What church do Bill Bailey and wife go to? How old are he and his wife? (H. M., Dadeville, Mo.)

**A.** As was answered in Miss V. M.'s question, Bill is 40 years old. His wife is 39 and they go to the First Baptist Church.

**Q.** Please tell the name and ages of all the Haden children. (V. T., Pattousburg, Mo.)

**A.** Junior Haden is 24. Mary Elizabeth, 22. Jimmy, 18. Charlie, 12. Sharon Kay, 8. Tommy, 5.

**Q.** Why doesn't the Goodwill Family have more time on the air? (F. E. S., Sparta, Missouri.)

**A.** There are many things tied up with getting more time for a special program, such as getting a sponsor, cutting certain other programs to make room, etc. Also, at present, the Family feels that it has a full schedule, especially when they play very many personal appearances.

**Q.** Whatever happened to Junior Harworth's baby boy? The last time I heard, he was seriously ill. (Mrs. N. F., Jefferson City, Mo.)

**A.** Junior reports that David Lynn is just fine and growing like a weed!

**Q.** How about a picture of Bob White's wife? Also Dale Parker's wife? Are Mrs. Bob White or Mary Haden Davison expecting? Where is Sally, Sue Thompson's sister? (Miss J. H., Gainesville, Mo.)

**A.** See Family Portrait (inside back cover, this issue) for the White Family. The Parkers will be seen in the Dial real soon. To our knowledge, neither Mary Davison or Mrs. White are expecting. Sally Nelson is in Denver, Colorado.

**Q.** Would there be any chance of getting C. C. Williford on the air at 6:55 a. m. with a weather forecast? (F. L., Ava, Mo.)

**A.** Mr. Williford is a very busy man and an addition to his present broadcast schedule

is doubtful. However, a complete weather forecast, provided by Mr. Williford's office, is to be heard on KWTO's Yawn Patrol between 5 and 6 a. m. and again on the 7:30 a. m. news.

**Q.** Would like to see a picture of the complete Haden Family in the Dial soon. (Mrs. M. E. H., Branson, Mo.)

**A.** See this issue for a picture of five generations of the Hadens. We will plan a new photo of the entire Carl Haden brood real soon.

**Q.** Why doesn't Dale Parker sing any more? Has Jimmy Haden's voice changed—I can't tell whether I'm listening to Jimmy or Junior? Would like to hear Carl Haden play the harmonica more. (Miss N. G., Norfolk, Ark.)

**A.** Dale never did much singing, only on a dare or a joke. He is an instrumentalist, not a vocalist. I don't believe Jimmy's voice has changed, he's just growing up and beginning to sing more like his older brother daily. Carl is now on KWTO's announcing staff, not doing entertaining. We'll pass your request on to see what can be done about it.

**Q.** How about a big picture of Chuck Bowers on the back cover of the Dial sometime soon? Does he still have a Fan Club? (L. M. H., Peur, Kans.)

**A.** Chuck is no longer with Radio Station KWTO and we are unable to publish pictures of anyone not currently on our staff. I'm sorry we do not know if Chuck's Fan Club is still in existence or not. Chuck is now working in Iowa.

**Q.** Do Lou and Pat Black have any children? Where is Don Harvy who was formerly of Springfield? (R. G., Billings, Mo.)

**A.** Your question regarding the Black family should be answered by the picture section of the Dial this month. Don Harvy is now in Hollywood, California and is playing some parts in film.

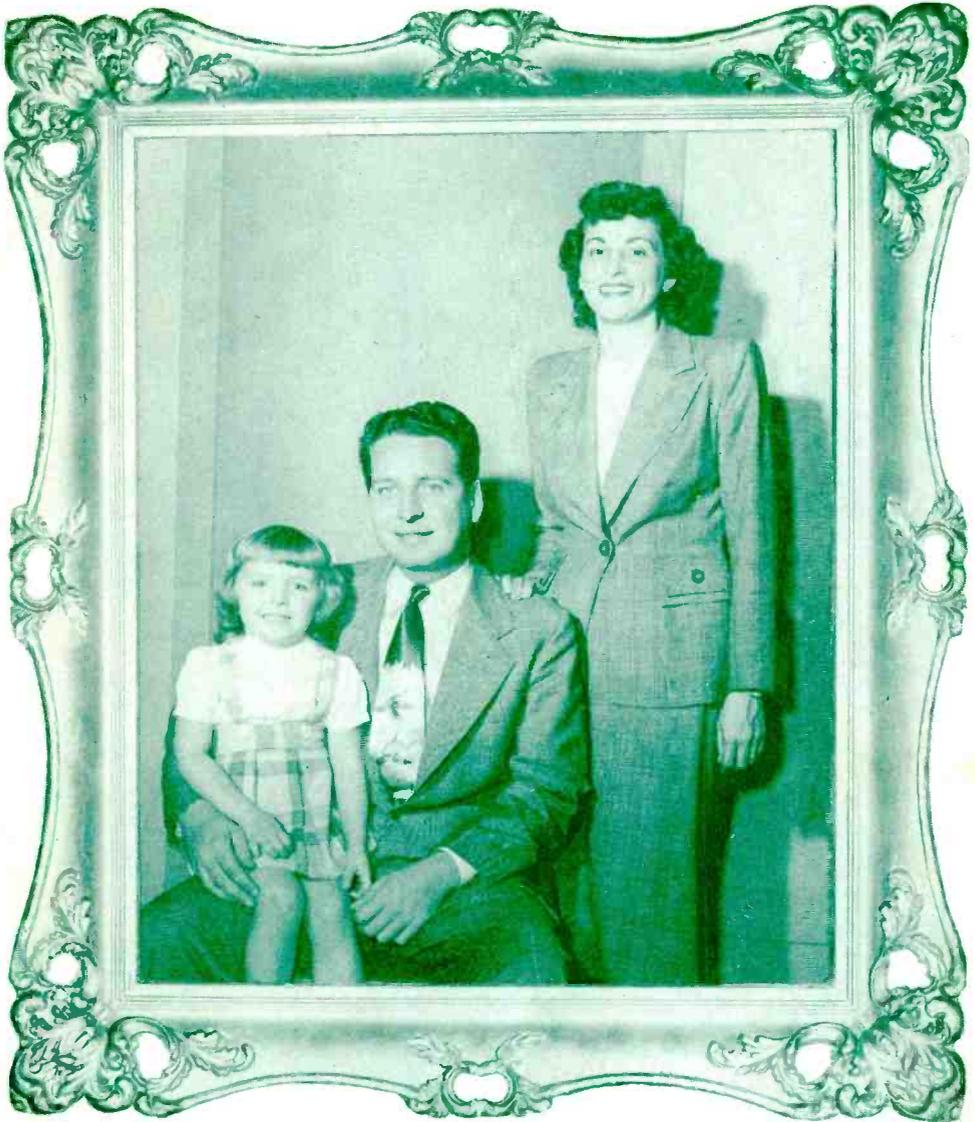
**Q.** Is George Rhodes any relation to Slim Rhodes of KLCN? Is Joe Slattery married? How many children does he have? (D. R., Union, Ark.)

**A.** No. George is no relation to Slim Rhodes. Yes, Joe is married and has a family of two. (See center picture section of this Dial issue.)

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Here's a new feature starting with this month's issue—Family Portrait. Each issue inside back cover will carry a KWTO family picture posed especially for the Dial. Hope you approve. How about letting us know those you'd like to see?

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## *Family Portrait*

Mr. and Mrs. Robert Clarence White and daughter Carol Lynn . . . Bob, Juanita and Carol to their many friends. Mrs. White was formerly Miss Juanita McAllister and she and Bob were married January 8, 1937. Bob is a native of Benton Co. Arkansas but Juanita and Carol Lynn are Missourians. Carol was born June 4, 1947 and needless to say the pride of her parents eye. Bob is 32, Juanita is 31 and we think the above picture is just about one of the nicest "FAMILY PORTRAIT" we've seen yet. Don't you agree?

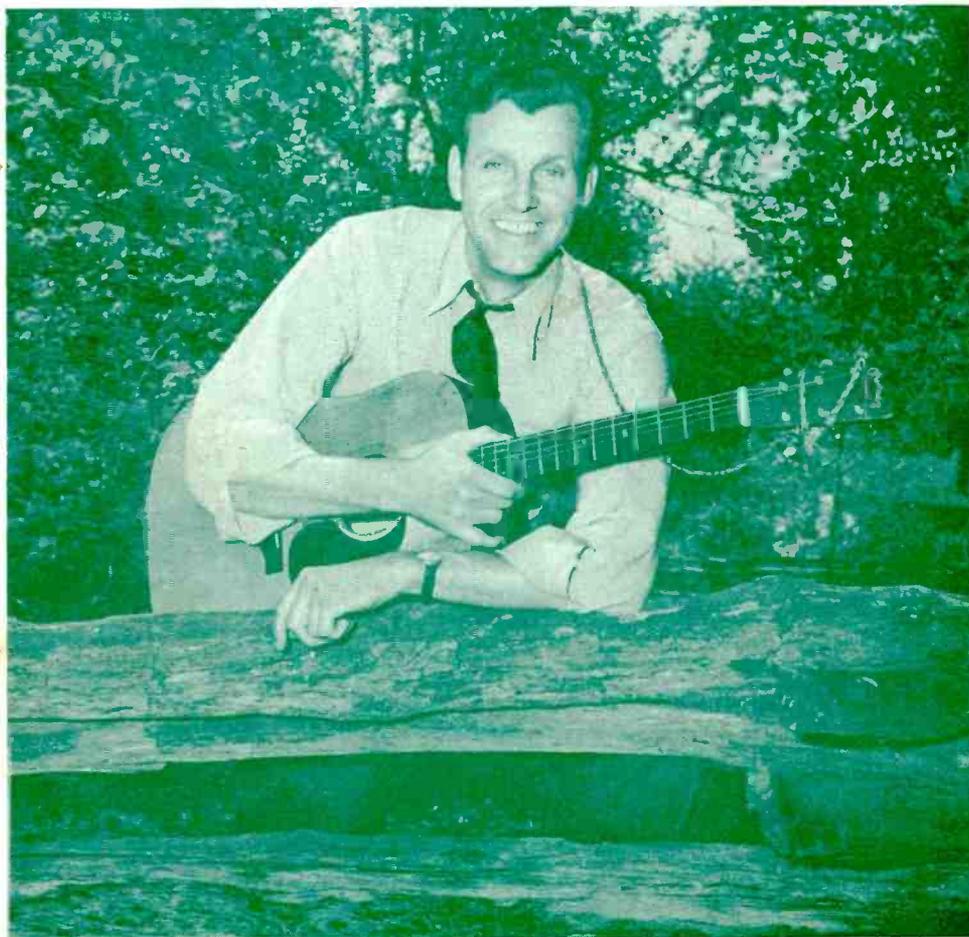
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★ AUTUMN . . . AN OLD GUITAR . . . AND A VOICE WITH A SMILE

When photographer Reuel Haymes caught the above picture of "that long tall drink of Ozark Mountain water"—Slim "Pickins" Wilson we knew right away we'd be sending it along to you with this issue of the DIAL. It's about the best yet . . . don't you think? Slim has been featured in the pages of the DIAL many times before but, somehow he's such a photogenic cuss, (and such a swell guy to boot) that we often find ourselves having to resist temptation and holding back a swell "shot" that we'd like very much to print.

Perhaps the heading we've chosen for this

feature needs a little explanation. No one can deny that Slim's is "a voice with a smile" for Slim is "a man with a smile" . . . a smile that radiates warmth and friendship for all who behold it. Believe us there have been many. The old guitar? It's a standby with Slim . . . and he somehow looks more natural with it. Autumn? . . . Well, that's the season you know, and perhaps Slim is out hunting. Hunting a new melody that will bring joy to millions of hearts. That's exactly what he's been doing over KWTO for the past 17 years . . . and confidentially we're hoping to make it 17 more.