

*With the faith and courage of their
forefathers who made possible
the freedom of these United States*



World Radio History

The KWTO DIAL

10c

JULY • 1951

560
KC

KWTO

5000
Watts

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 7-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

AN INVITATION

DIAL TO CELEBRATE
10TH ANNIVERSARY

That's right! Come the 15th of next month the KWTO DIAL will be 10 years old. It was August 15, 1941, when the first edition rolled off the press and the one hundred and twenty issues that have been published since then have gone to many thousands of readers all over the world. Over a million copies have been printed and regardless of the ups and downs that are bound to occur along the way, we feel that it has been very much worth our while. Through the pages of our little magazine we found many true and enjoyable friends and if our efforts have in any way made their radio listening more pleasurable, we have accomplished just what we set out to do.

Somehow we feel that the coming occasion calls for a celebration. May this serve as an invitation? YOUR INVITATION to the DIAL BIRTHDAY PARTY. The party will be held at the KWTO tent at the OZARK EMPIRE FAIR (Aug. 11-17th) on Wednesday, August 15th.

Perhaps we'd best explain that KWTO will be at the Ozark Empire Fair here in Springfield this year and IN A BIG WAY. Our 50 by 120 foot tent will be located between the Fine Art's Bldg., and the Women's Bldg., at the east side of the fair grounds. It will house a broadcast auditorium from which all of KWTO's "live-talent" shows, usually heard between 10:30 a.m. and 4 p.m., will be broadcast. There will be numerous booths displaying the work of various departments of the station. You'll be invited to "COME ON IN AND SET A SPELL". To enjoy the shows. To have a cooling drink of ice water. To visit with the various members of the "radio family". In short—to make the KWTO tent your headquarters while you're attending the OZARK EMPIRE FAIR. Frankly, we

want to PROVE how SINCERE we are when we say we want to be thought of as "YOUR FRIENDLY OZARK NEIGHBOR".

Well . . . Wednesday, mid-week of the fair, will be the 15th and we're making it DIAL DAY in honor of our birthday. It's going to be a regular party and as "WE KNOW YOU'RE A-COMIN' . . . WE'RE GONNA 'BAKE A CAKE'." "Yes Sir" and "Yes Mam" . . . the dog-gonnest, biggest cake you've ever seen. Our birthday cake will be baked by Mr. Rudolph Fuhn, of Rudolph's Bakery and Coffee Bar at 326 South Ave., Springfield. Mr. Fuhn is one of the country's foremost bakers of fine pastries and when he tells us our birthday cake will weigh in excess of 750 pounds and will serve over 3,000 people with a generous slice we're entirely willing to take his word for it. As the cake will be baked with many quality ingredients, such as flour, shortening, milk, flavoring, etc., (which you hear advertised over KWTO), and as we know Rudolph's abilities from past experience, we can vouch for its goodness. We'll try to save you a piece, but maybe you'd best be at the party early . . . just in case.

Add to all this:—The August issue of the KWTO DIAL will be a SPECIAL ANNIVERSARY number. It will contain 32 pages in place of the usual 20. The August, "10th Birthday" issue will take the form of a "radio album", picturing practically every "live", "network" and "transcribed" radio personality featured over KWTO's 5,000 watt facilities. It will give the story of each department of the station, the story of all the top radio shows and we feel will be a souvenir that will be treasured and kept by its readers for many years to come. Although this special anniversary issue of

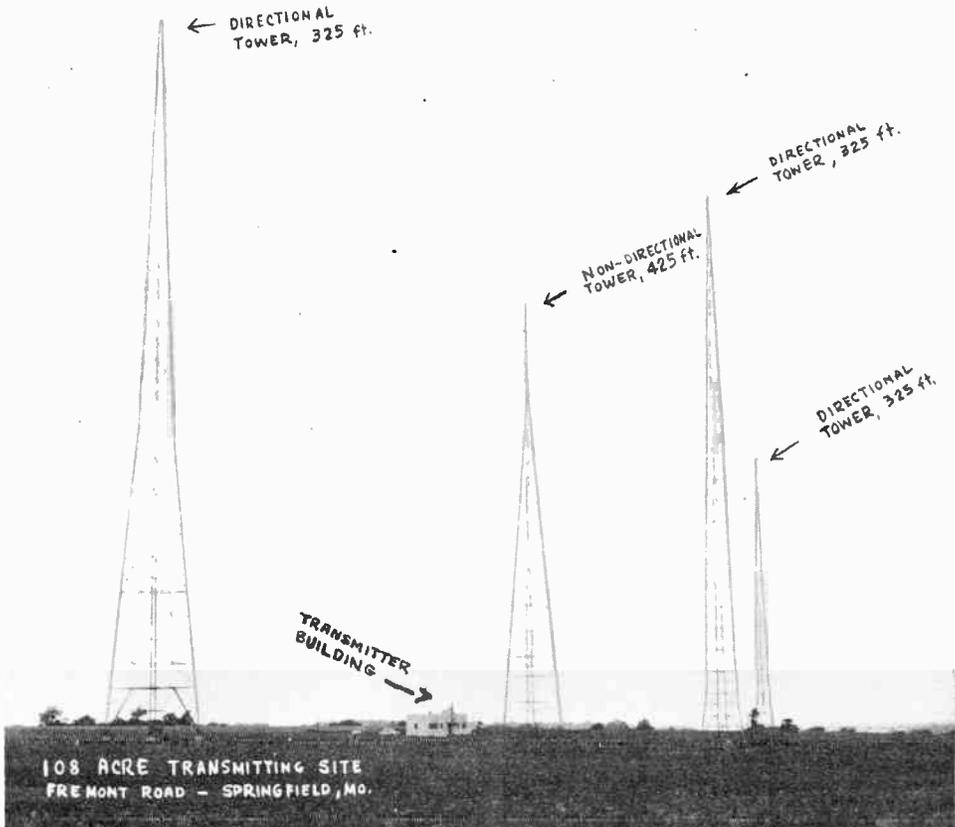
(Continued on page SIXTEEN)

KWTO ANNOUNCES NEW NIGHT-TIME POWER AND PROGRAMS

The recently announced grant by the Federal Communication Committee for KWTO's "full time" 5000 watt operation has set off a chain of events that's hard to believe. From transmitter to studio the station's management has given the "go-ahead" for necessary engineering, programming and promotion. The exact date, when all will be in readiness for KWTO's programs to be released both **night and day** with **5000 watts** of **power** cannot be announced at this time but, much has been done and you can **BET YOUR LIFE** we're just as anxious as you are. Below you will see a brand new picture taken of the station's transmitter site on S. Fremont Road. Notice anything different? That's right. Two additional towers have been installed making a total of **1400 feet** of steel reaching skyward to send KWTO's radio shows far and wide over the Ozarks Empire. Now the "ground system" is being put in. This is a network of copper wiring that will be buried under the ground's

surface and radiating approximately 700 feet in all directions from the base of each tower. As soon as this work has been completed Chief Engineer Fritz Bauer and his staff will start the necessary testing and "tune-up" work prior to throwing the switch for our increased "night-time" power. It's a big job but, early fall should see you more distant KWTO listeners enjoying a clear signal at 560 BOTH DAY and NIGHT.

KWTO's Program Department hasn't been idle either. Program Director **Lou Black**, Assistant Program Director, **Joe Slattery** and their staff have been working hand in hand with Sales Manager **Raymond Keltner** and KWTO's Assistant Manager **Les Kennon** in mapping out some of the swellest night-time shows you've ever heard. Effective July 2nd the "Summer Series" of 7 to 10 p. m. broadcasts goes into effect. These shows which will be heard during the months of July and August will feature many old
(Continued on page TWELVE)



HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Greetings, friends!

And how are you, aside from the ticks, the chiggers, the sunburn and the blisters? For now comes July! The month of fly swattin' and porch settin' and eatin' of garden sass and picknickin' where the ants are all invited. Grand old July. The month of Independence, brackish with the blood of our forefathers.

The month where we forget all about our forefathers and go on wild vacations, driving like somebody insane, getting drunk, getting drowned, getting sun stroke and heart attacks—and nine tenths of us don't know that there ever was a Declaration of Independence, and couldn't tell who wrote it, what it was for, or repeat six words of it. The Fourth of July is a time to shoot firecrackers (beginning in May), throwing them under the feet of passers by and into peoples' yards.

Maybe I'm getting old and cranky, you say. Well, you live in a city neighborhood and silently put up with this like a Spartan for 3 months each year, and you will get old and cranky too. We have a very queer city. It is against the law to fire any fireworks of any description within the city limits, but not against the law to SELL them! So, if the boys buy them, what do you imagine they are going to do with them? Eat them? You can report to police, so they tell me, and the police will come stop it, but as soon as the policeman's back is turned, off goes another firecracker.

You know we surely are good at getting laws in this country. Each year a whole raft of children die with lockjaw (tetanus) from very small powder burns from firecrackers, and each year we go on selling them. Oh, well . . . what's a child . . . We have them at a dime a dozen when it comes to war! Life is cheap in America. And cannon fodder means nothing to the men who make wars.

Well, while I'M on the grouch, I read last night that someone wants to stir up the idea again of having a woman for President. About every two years that thing pops us, and someday, mark you, something will go out of control, and some woman will get on the ticket. You know there was one away back in 1873—Belva Lockwood. She didn't fare any too well, but she was on some ticket, I don't know which one. It doesn't seem to take much nowadays to egg



May McCord

ANYBODY into running for President of the United States. There must be something desperately attractive about that job, every politician wants it. Well, I love women, naturally, but I don't want one for president. You say they might do as good a job as the men are doing? No, they can't. They are too emotional, too impulsive and they were never created for that job. Imagine our old "Continental Congress and the Great Jehovah" when it penned that immortal document, turning it over to us women! John Hancock and Benjamin Franklin would turn over in their graves!

We've taken everything away from the men, anyway. Taken their jobs until they are just limp rags of what they used to be. We've taken their cigarettes, the saloons and booze joints and the guns out of their hands, we cut our hair and shave our necks, we infest the golf links and the air and the highways. Now for goodness sake, let's let the men have that one tiny privilege—**BEING PRESIDENT!**

Let us women stay on the job behind the guns. If we rear good sons and show them how to run a nation, then we're running it by proxy a great deal more than the President is right now. I'm well content to let the men run the country, even if I did read the other day a definition of a man. It said, "A man is a critter that can see a pretty gal three blocks away while driving a car, in a crowded city street, but he'll fail to see, in the wide countryside, the approach of a locomotive the size of a red barn, accompanied by a flock of forty-two box cars." **"Hain't it the truth!"**

Well, it's a grand old America with all its faults, and the best country under God's shining skies . . .

"Although a people falter through the dark and nations grope,

With God himself back of those little homes, there's always hope."

I often think about the difference in our people and other nations, or so it seems to me. We are soft and squashy when it comes to giving and giving and letting other nations take us over, borrow our money and never pay it back. But after all, we are a people with a heart. When foreign people come here to colleges or to live or any other reason, I never fail to ask them what they like about us, and they will say, "It is the SPIRIT of America!" And how true that is. "It's the human touch in this world that counts, the touch of your hand on mine, that means far more to my listening heart than shelter or bread or wine."

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The "MAN ON THE STREET"

JOHN Q. PUBLIC'S
FAVORITE PROGRAM



Rivalling the daily news broadcasts for the length of time "on the air", the KWTO "Man On The Street" programs date back almost to the beginning of radio in Springfield. That would be nearly nineteen years ago, so to tell the complete story of this popular type of broadcast would take much more space than can be allotted for my column this month. However, I recall that the forerunner of the "Man On The Street" was the store front broadcasts made from the Sears Roebuck store when they were located at College and Campbell. This was a customer-interview broadcast and when its success had been established I tried to "sell" Mr. Foster, station president and manager, on the sidewalk interview idea. At that time, even Mr. Foster, progressive pioneer that he is, wasn't convinced the idea would work. We operated on a very limited budget in those days and advertisers were none too plentiful. Ideas had to conform with thinking along financial possibilities. We finally settled for the proposition: "Get a sponsor and we'll give it a whirl." Needless to say it worked. In its entire existence, the program has never been without a sponsor. To name a few; the Junge Baking Co., of Joplin, Mo.; the Colonial



George Earle

Baking Co., of Springfield, and our current sponsor, who has fostered the street broadcast now for over six years, the Chas. C. Meek Lumber Companies of the Ozarks.

We've come a long way since the first KWTO "Man On The Street"! Not too many years ago, I remember how frightened people were when you approached them with a microphone. I've seen them jump,

dodge and practically fall all over their feet in their haste to get out of range. Many would get a scared-rabbit look and I'm quite certain their heartbeat increased many fold when you had them cornered. Now it's a different story. Our regret is that we are never able to visit with all that desire to talk and with whom we would like to talk. Today most people enjoy the opportunity to chat with the "Man On The Street", to voice an opinion, to say "hello" to friends and relatives who might be listening

in. Later, they are pleased to have friends say they heard them "on the radio". Today the "Man On The Street" type of broadcast is featured in nearly every city of consequence by radio stations everywhere. The medium often provides a reliable cross-section of public opinion on topics of na-

(Continued on page TWELVE)

EDITOR'S NOTE:—George Earle and the Meek Lumber Co., "Man On The Street" Broadcast will originate from the Meek booth at the Ozark Empire Fair, August 11th through the 17th. You'll want to visit with him there. At that time you'll be given the opportunity to estimate the number of "Man On The Street" broadcasts that have been heard over KWTO. The sponsor will have a valuable cash prize to award the person whose estimate is correct or the most nearly correct.

"FAIR AND WARMER" . . .

COLUMN OF COMMENT
BY C. C. WILLIFORD

Time marches on, and by the time this issue of the Dial reaches you, the Fourth of July Holiday will be a thing of the past and the calendar will tell us we are right in the heart of mid-summer and, "Time and Tide wait for no man."

How did you spend the Glorious Fourth? Chances are you attended one of the numerous celebrations over the Ozarks or at least got into your car and hied away to some lake, stream or resort. Perhaps you just wanted a quiet day of rest and stayed at home sitting on the porch, sipping cool drinks and reading the newspapers; your only disquieting annoyance was the neighbor's kid shooting off fire-crackers. Perhaps you scanned the holiday casualty list and compared it with other years and thanked your lucky stars that none of your immediate family or neighbor's name was in the list of those killed, crippled or otherwise maimed in the orgy of speeding automobiles and other reckless means of celebrating this purely American Holiday.



C. C. Williford

It was your privilege as a Free American to spend the day as your heart and conscience dictated but honestly did you take just a part of one minute to let your mind dwell on just what the real import of the day is? Did you recall it was the 175th anniversary of the most important document ever devised in the minds of men, a literary jewel in rhetoric and English which made men Free. It was the 175th anniversary of when that experiment in the laboratory of Life, exploded old theories of Government that the State was supreme and the individual was little more than common clay. Under that document mankind has seen the greatest demonstration of human progress that the world has ever known and each man has been FREE. But just what is this Freedom and Democracy we heard so much about lately?—did you give it one little minute's thought on the 4th of July—do you EVER give it one little minute's thought?

Freedom is the man at the lathe; in the factory; in the field plowing with his team or tractor; the man at his desk or in his place of business doing the thing he likes to do and speaking up for himself. It is the man in the pulpit or on the street corner speaking his mind. It is the farmer driving to town with his load of livestock or farm products to sell them on a competitive mar-

ket instead of having to haul them to a State controlled collective barn to distribute to those men who think the world owes them a living without working for it. It is the city or town man puttering in his garden in the summer's evening and swapping talk with his neighbor across the fence. It is the man going to the Sunday School or Church of his choice with his wife and family to worship the God of his choice. It is the man strolling down the street in the evening with no fear of being poked in his ribs with a gun in the hands of some Storm Trooper. It is the unafraid faces of men, women and children in the family car on their way to a picnic, the lake, river or creek for a fishing trip, or looking out of the car's windows as you speed along a fine concrete highway. It is the man saying "Howdy stranger," without looking cautiously over his shoulder. It is the shirt sleeved crowds at the ball game yelling "kill the umpire." It is the man who wants to stick to his job or leave it and get another one or to go into business of his own. It is the people of the entire country making up their own minds. Freedom is the air you breathe and the sweat you sweat. It is YOU and the other 150 million like you, with your chin up and daring anybody to try to take it away from you.

But frankly, YOU, ME and ALL of US have been just a little too careless with this Freedom. Only too many of us these days demand and obtain it without effort or appreciation. We seemingly forget that everything has its price—that our forefathers warned us that "eternal vigilance was FREEDOM'S price." There is an old Ozark saying, "we never miss the water till the well runs dry," and right now that water is running pretty fast. You read the papers and listen to the radio and you know, or should know, that powerful forces are working day and night to desecrate and destroy everything we as Americans have held dear.

This cancer of communism is continuing to grow and unless stopped at ONCE will ultimately destroy our American way of life and this Freedom will no longer be ours. The seeds of dissention and disloyalty have been planted in our schools, our universities, our colleges, our business institutions, our industrial plants and even some of our churches. Yes, even among some of those occupying high places in our Government. Their growth is due to your apathy and mine and our citizenry as a whole. Isn't it about time that each of us as individuals do something about it? Shall we

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FARM SAFETY AWARD PROGRAM

July 22nd though the 28th is **National Farm Safety Week**. During this week the press, radio and interested organizations will combine their efforts in a campaign to encourage the American rural public toward accident prevention. Every year thousands of farm folk suffer accidents that could easily have been prevented by following a few simple and sensible practices of safety. This year with all-out production so necessary, every farm injury will cost valuable man-hours in addition to untold suffering. Isn't it about time we started doing something in place of just talking about preventing these accidents!

We at KWTO felt that there was a part we could play and on May 15th, as the stations Farm Service Director, I announced a KWTO Farm Safety Award Contest. This contest to be a means of encouraging a hazard clean-up campaign in our Southwest Missouri rural communities. The Future Farmers of America Chapters in Missouri schools carry "farm safety" as a year-round project in their work and we found these boys more than willing to carry out our plans. Their enthusiastic response by entering the contest and going to work in their own back yards got our Safety Award Program to a rousing start. Twenty chapters, representing **Humansville, Ozark, Fair Grove, Buffalo, Greenfield, Jasper, Dadeville, Carthage, Neosho, Rogersville, Crane, Lamar, Mount Vernon, Licking, Urbana, Monett, Seymour, Pleasant Hope, Clever and Carl Junction** signified their entrance. Just what these various chapters have done remains to be seen. Their written reports are now in the hands of the local screening committee. We do know that some groups have cleared fence rows that obstructed the view of country drivers; others have marked dangerous culverts and bridges; placed reflectors on machinery pulled on the highways at night; repaired ladders, porch floors, basement steps, faulty electric wiring; built safe storage racks for sharp tools, poisonous insecticides, explosive materials; carried on local promotion campaigns for greater farm safety through public demonstrations such as tractor rodeos and with the use of film, press and radio. In fact, you name it. If it is the possible cause of accidents, some school has probably used it as part of their project in the contest. From the prepared written reports of all schools entering the six outstanding chapter reports will be selected



LOYD EVANS
Farm Service Director

by the local committee. Then the committee will visit these communities for a routine check of reported work. We cannot announce the names of any winners at this writing but each will take part in special radio broadcasts over KWTO during National Farm Safety Week. The first broadcast will be heard Sun., July 22nd. The **National Safety Council in Chicago** has consented to judge the finals of the contest. They will make their decision based on the written reports of the six chosen schools and on the basis of the local committees report. Judges for the Council will be **Mr. Ned Dearborn, President; Mr. Fred Coe, Director of Farm Division and Mr. Paul Jones, Director of Public Information**. When judging has been completed the six reports will be returned to us for announcement and presentation of awards at the close of Farm Safety Week.

Cash prizes will be made to the winning chapters as follows: **1st prize,—\$400, 2nd—\$300, 3rd—\$200, 4th—\$100** and the winners of **5th and 6th** place receiving **special plaques** of recognition. Each chapter entering the contest has selected a team of four members to serve with the agriculture advisor in representing their school. These selected teams will be our guests for an **Assembly Day** to be held, **Saturday, July 28th**. The broadcast of this day will feature the presentation of awards to winning chapters and the **MFA Mutual Insurance Co.**, will play host to our guests at a dinner which will feature an address by an outstanding speaker. "**Assembly Day**" will in reality be a "**thank you**" day to the boys, their instructors, and to you folks in the various communities of Southwest Missouri for your combined efforts in making KWTO Farm Safety Award Program a success. We have received splendid cooperation from the school and business firms throughout the area. The competition among the contesting schools has been keen and as we come to the closing days we feel quite sure you are just as anxious as we are to know the results. Our August Dial will carry the results in written detail and pictures of the winning teams.

It has been a good contest from the starting date and of course, our real hope is that it will cause all of us to be more safety conscious. If these combined efforts of everyone concerned can prevent but one painful accident, the KWTO Farm Safety Award Program will have been a great success. Let's visit again next month.

LOOKIN' AT YOU

NEWS OF THE NEWS ROOM
BY FLOYD M. SULLIVAN

When I was a frying-size boy down in Christian County about a half-century ago, the Fourth of July was second only to Christmas in the lives of youngsters of the early 1900's. Incidentally, my home town, Billings, was noted for its celebrations and people came from various sections of Christian, Stone and Taney Counties to attend them.

Billings had a permanent "picnic ground"—as we called it—just on the outskirts of the town. It consisted of several acres—

a grove of oak trees, which afforded plenty of shade—a meadow where foot races, sack races, baseball games and greased pole climbing contests could be held—with a fairly large lake in the background. They always held the fireworks display, on the night of the Fourth, down close to the lake shore, so the crowd could see the reflection of the skyrockets, Roman candles and fountain bombs in the water.



Floyd M. Sullivan

Some of the folks who came to Billings for the Fourth had to drive fifteen or twenty miles in a covered wagon over roads that you wouldn't attempt to negotiate in your modern cars. There were no state and federal highways in those days, and farm-to-market routes were the shortest section-line trails between farm and town.

Since they had to travel so far over rough and rocky trails most of the covered wagons began arriving in Billings on July Third. They brought everything with them—feed for the family—eats and corn for the horses—two or three jugs of moonshine whiskey—and their fiddles and guitars. Anybody who can't understand why folks in the Ozarks enjoy old time fiddlin', guitar playin', ballads, and harmony singin', just hasn't lived in these parts long enough to be considered a native. I can remember when they wouldn't even have taken time to count the votes of "furriners" like that.

The teen-age boys of Billings used to go down to the picnic grounds on the night of July Third and talk to the "campers", listen to their fiddlin' an' singin' an' learn th' gossip from other towns. They always gave us something to eat too—hickory smoked ham and bacon—hot biscuits and strawberry preserves—sorghum and corn bread—fresh country eggs and flap-jacks. Brother it was

"larrupin'."

Early on the morning of the Fourth the men of the town started shooting anvils over behind the village blacksmith shop. The cannon-like roar could be heard as far as ten or twelve miles away. Folks who lived out in the country would tell us they heard the roar of the anvils, when they came into town later in the day for the celebration.

I'd tell you modern day kids how to shoot anvils if it would do any good, but it would take too much space and you couldn't find a blacksmith's shop anyway. So let's skip it and call it one of the things you missed. However, I'll tell you one thing, you can't buy any firecracker or so-called bomb that can even approach the anvils of the early 1900's.

* * *

Mr. and Mrs. Paul Glynn, their young son, Paul Boyd, and Mr. and Mrs. Carl Lindberg, spent their June vacation at Corpus Christi, Texas. They had a wonderful time, did lots of deep sea fishing, and returned to the Ozarks with wonderful coats of Texas tan. Incidentally, while toasting his back on the beach at Corpus Christi, Reporter Glynn met a fellow vacationer, who confidentially told him, that the best fishing in the country could be found in the Missouri Ozarks.

* * *

Also during the month of June, Sports Editor Vern Hawkins and Mrs. Hawkins enjoyed a two-week vacation. As would be expected, they went to St. Louis to see a few Cardinal baseball games, but they spent most of their vacation right here in the Ozarks and working around their beautiful new home located in the Southeast section of the city. Vern also devoted considerable time to teaching his Manchester puppy—"Kilowatt"—a few tricks. "Kilowatt" has learned to sit up—but not without uttering continuous low growls to show his disgust with all this man-made monkey business that masters expect of puppies.

* * *

By the time you read this issue of the Dial, KWTO Newsman Leonard Rader and his charming wife, "Billy", will be on their vacation—just where—I do not know at this time. I'll report on their trip in the August issue of the Dial.

* * *

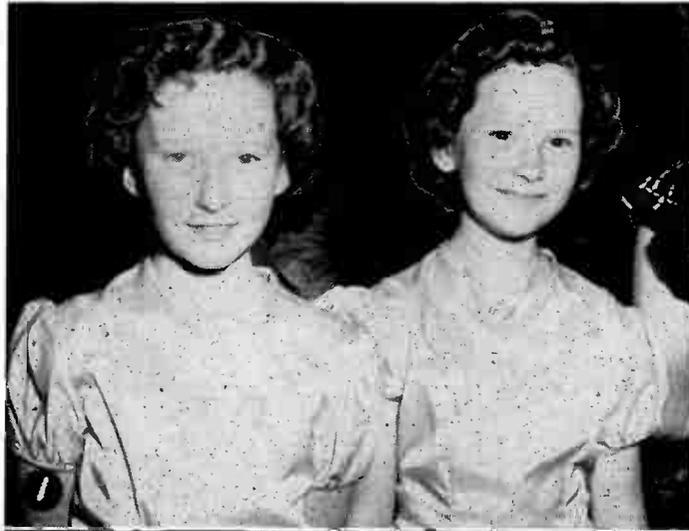
A member of the KWTO News Staff was a bit stunned a few days ago when he answered the phone and a lady asked: "Is this the porter?" He answered yes and took the small item.

CANDID CAMERA

Presents

WINNERS

AT
TWINS
DAY
AT
"BREAK-
FAST
AT
KELLERS"



NEW NIGHT-TIME

(Continued from page THREE)

favorites and a number of new programs we're sure you'll enjoy to the Nth degree.

First, the **Biederman Furniture Co.** makes possible the return of "**Korn's-A-Krackin'.**" This "re-broadcast series" of the Ozarks own coast-to-coast hillbilly variety show will be heard every night, **Mon. thru Sat., from 7-7:30 p. m.** You will recall that many of these shows originated at various points throughout the Ozarks and across the country and listeners should get a big kick in hearing the shows again that came from their hometown. In July, the broadcasts of the 2nd, 3rd, 4th, 5th, 12th, 14th, 16th, 17th, 18th, 19th, 20th, 21st, 23rd, 24th, 25th, 26th, 27th, 28th, and 30th and 31st will originate in Springfield. The show of July 6th in **Carthage, Mo. July 7th, Nevada, Mo. July Little Rock, Ark. July 10th, Jefferson City, Mo. July 11th, Neosho, Mo., and on July 13th from Huston, Mo.** Other outstanding "Summertime" night shows include: the **Riders Of The Purple Sage** presented by **Consumers Warehouse Market, 7:30-45 p.m., Mon.-Tues.-Wed.-Thurs & Sat. Airplane Melodies,** presented by the **Economy Butane Co., on each Mon.-Tues.-Wed.-Thur. & Sat., 7:45-8 p. m. Easy Listenin',** which will be heard from **8:00-15 p. m., Mon.-Tues.-Wed. & Sat. with the best wishes of Mercer Refrigerator Co. Sing Time,** for the **Claren Foot Health Shoe Store, 8:15-30 p. m. also on Mon.-Tues.-Wed & Sat. Salon Serenade, 8:30-45 p. m., Mon.-Tues.-Wed. & Sat., for Doc's Cafe of Springfield. Time For Three-Quarter Time,** sponsored by the **L. C. Smith Co., and heard Mon.-Wed. & Sat., 8:45-9 p. m. Blue Barron Presents, 9:00-15 p. m., Tues. thru Sat., sent your way by Fowler-Stone and Starlight Favorites** to be heard from **9:45-10 p. m., Mon. thru Sat. sponsored by the Globe Realty Co.**

The **Four Knights, 9:15-30 p. m., Tues. thru Sat., and Pipes Of Melody, Mon. thru Sat., 9:30-45 p. m.** are two other nighttime features currently to be heard on a sustaining basis. ABC nighttime favorites which will carry through the summer months and will be highlights on KWTO's schedules include **This Is Your FBI, Fri., 7:30-8 p. m.** for the **Equitable Life Co.; the Original Amateur Hour for P. Lorillard Co., Thur., 8:00-45 p. m.; A Life In Your Hands, Heinz Co., Fri., 8:00-30 p. m.; The Sheriff, Fri., 8:30-55; Champion Roll Call for Champion Spark Plugs, 8:55-9 p. m.** on Fri. These plus the regular outstanding Sunday night features all add up to some mighty fine feature listening so remember for the best in radio it's KWTO. Let's hear how you like them.

"MAN ON THE STREET"

(Continued from page FIVE)

tional concern and world interest.

From a broadcast standpoint, we are always looking for interesting persons to talk with. Their experience and reactions make for an entertaining radio show. It is natural to like to listen in on other peoples' conversations. Occasionally, we come across a loquacious person who provides considerable humor and entertainment in his or her conversation. We'd much rather talk with this type than the person who will only "give out" with a reluctant "yes" or "no".

During the years past, KWTO's "Man On The Street" has been em-ceed by various station personalities. Among them have been **Bill Bailey** (now your DIAL Editor and the station's Prog. Mgr.). Bill first started street broadcasting in the early 1930's in Nebraska and prior to his coming to KWTO had conducted a similar program in downtown St. Joseph, Mo., for several years. His good-natured, effervescent style both in street-casts and on other radio shows has endeared him to the hearts of folks here in the Ozarks.

Karl Zomar handled the "Man On The Street" programs for a good many months. Karl's main forte was the quiz-type broadcast. His occasionally confused and somewhat embarrassed laugh won sympathetic response from his radio fans.

Russ Davis, it is recalled, also was your "Man On The Street". He, too, followed the quiz format, asking unusual and factual questions of those he interviewed. Russ, equal to any occasion, was always a popular favorite with his audiences.

Floyd M. Sullivan, KWTO News Editor, also did an able job of conducting the street-chats for a short period of time. Floyd's lovable Irish wit and shrewd observations cinching his popularity with the listeners-in. Sully's increasing duties as news editor however, made his stint as your "Man On The Street" short lived and today when we all get together we have many enjoyable laughs over things that happened to each of us during these broadcasts in the days gone by.

You will recall that during World War II street broadcasting was prohibited. An open microphone could not be used where it would be accessible to the general public. Shortly after the war, when the ban was lifted, the KWTO "Man On The Street" broadcasts were resumed and it was once more my pleasure to serve as the broadcasts em-cee. To say that I enjoy doing the shows is to put it mildly indeed. I like people.

COVER STORY A HERITAGE AND A CHALLENGE — 1951

Our DIAL Cover this month is a "composite-picture." It may be that we spoil all intended illusions with such outright confession but, the outstanding work of Staff Photographer Ruel Haymes in preparing it could not otherwise be given due credit.

In reality, our cover picture, is made up of four separate photos. First . . . the sky. A picture of God's Heavens that could have been taken anywhere over our beautiful Ozarks. Second . . . Old Glory. The picture of the flag was removed from a photo taken at Bolivar, Mo., a few years ago. At that time KWTO was covering the dedication of a statue of Simon Bolivar and the flag flew from the official reviewing stand and above the heads of the Presidents of the United States and Venezuela. Third . . . the Statue of Liberty. Not the original Goddess of Freedom, whose likeness stands on Bedloe Island in the Harbor of New York, but rather, a photograph of a reproduction which

was presented to the City of Springfield by the Boy Scouts of America. It stands at the entrance of the Greene County Court House and the quotation on our cover is inscribed in bronze at its base. Fourth, and to our way of thinking by far the most important . . . two AMERICAN BOYS. Of different race and color BUT . . . BOTH AMERICANS. Orville Price, Jr., son of KWTO's Custodian Orville Price and Charles Haden, son of KWTO announcer Carl Haden. Their expressions of THOUGHTFULNESS, RESPECT and COURAGE speaks for the confidence we have in our AMERICAN YOUTH. We would dedicate our Cover this month to them and to the millions like them. The torch of FREEDOM is always thrust into the hands of YOUTH . . . it is their HERITAGE and their JOB to PROTECT IT. That THEY WILL . . . WE HAVE NO DOUBT!

CANDID CAMERA A PICTORIAL REPORT ON "TWINS DAY" AT KELLERS

Although the popular Saturday morning feature "Breakfast at Kellers" is now off the air for the summer months all of us are enjoying pleasant memories of the many good times we had on these broadcasts. Far from the least of these was "Twins Day" which, as em-cee **George Earle reported in last months DIAL, saw one of the largest crowds in attendance.** This month we're keeping our promise to picture the various award winners of the "Twins Day" show. On the following two pages (10 and 11) "Candid Camera" has caught these lucky "pair" and with the identification given below and with reference to George's article "Seein' Double" in the June DIAL you should be able to complete the story. It was really fun. We actually didn't know there were so many "look-alikes."

From L. to R.: 1. **Norma Fay and Linda Kay Lindsey of Willard, Mo.** These 9 year old young ladies were adjudged to have the reddest hair of any present and received complete **TONI Home Permanent Wave Sets** from the **McGreevy Drug No. 2.** **Donald and Ronald McDaniel,** are 11 of **Sparta, Mo.** They were the boy twins with the most teeth missing (4 apiece) and they received a **\$5.00 Gift Certificate** from the **Springfield Tog Shop. Sharen Sue and Karen Sue Evans, 8 years old** and from **High Prairie, Mo.** They represented their sex in the "teeth missing department" and although most young ladies wouldn't consider this "lucky" it was for Sharen and Karen for

their award was that cute little **Cocker Spaniel** which you see with them was a gift of **Mower's Pet Shop. 3. Ronald and Donald Powell of Long Lane, Mo.** It took 15 years to develop that crop of freckles and although the camera doesn't do the crop justice take our word for it, there were enough to win them those baseball caps and bats from **Ike Martins. 5. Mrs. M. E. Graham of Springfield** was our oldest guest present on "Twins Day." She isn't a twin but her 91 years was sufficient to win her the beautiful orchid from **Springfield Seed and a kiss of respect** from **George Earle. 6. Karen Kaye and Carol Faye Sparks, 8 years old** from **Everton, Mo.,** were our most identical twins. Their big brown eyes and demure ways made them most attractive. They received **fountain pen sets** from **Mosley's. 7. Our oldest twins, Mr. A. J. West and his sister Miss A. A. West of Bois D' Arc.** A total of 163 years for these two fine people left no question as to the winner. 8. A couple of dolls," **Jerome Samuel and Carolyn Sue Ketchum of Springfield.** At 5 months, 17 days old they qualified as the youngest twins present and received a **Gift Certificate** from the **Young Deb N' Heir Shop. 9. The twins coming from the farthest distance were Pauline Hagerman and her brother Paul Koehn.** Pauline came from **Kansas City** and **Paul** from **Fort Bragg, N. C.** An appropriate gift of **Kendall Motor Oil** from the **Herman-Brownlow Co.** was their prize.

CROSSWORD PUZZLE

By Joe Slattery

ACROSS

- 1, 4. Pictured ABC-KWTO personality.
- 9. Snare.
- 10. Poem.
- 11. Diminutive of Abraham.
- 13. Article.
- 14. Sharp report.
- 15. Organ.
- 16. Moist dirt.
- 17. Animal.
- 18. Bite.
- 20. 365 days.
- 22. Symbol for rhenium.
- 23. Right Field (abbr.).
- 24. Swimming tank.
- 26. Symbol for tin.
- 27. Upon.
- 28. Shelter.
- 30. Mythical country.
- 31. Greek letter.
- 32. Air hole.
- 34. Compass point.
- 36. Unit of length.
- 38. Thing (law).
- 39. Owing.
- 40. Hebrew month.
- 41. Within.
- 42. Cravat.
- 44. First woman.
- 46. Two from three.
- 47. Reptiles.
- 48. Pictured personality's forte.

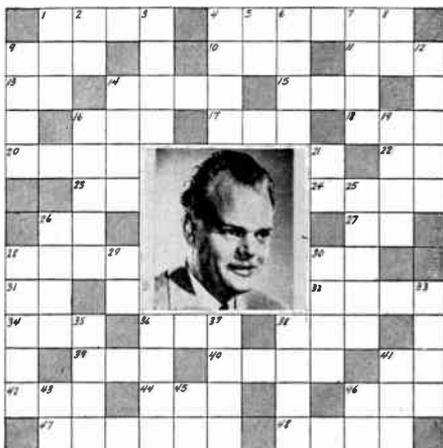
DOWN

- 1. Writing tool.
- 2. Preposition.
- 3. Alight.
- 4. City in Arkansas.
- 5. Advertisement (abbr.).

I like to meet them, to chat with them, to hear their expressions on various topics and above all to have the opportunity of making friendships. During these broadcasts I have talked to people in many walks of life; people from different countries and from every state of the Union. I find them interesting, even exciting at times. Certainly, I never tire of these shows and I hope it will be a long time before you tire of me as your "Man On The Street."

The next time you're downtown in Springfield 'long about 12:45 noon, I'd be "tickled pink" to have you come over to the front of the Fox Theatre (that's where we hold forth) and chat with me. My sponsor, the Chas. C. Meek Lumber Companies will have a nice gift for you and, WHO KNOWS you may "pick up a couple of bucks" by opening the old TREASURE CHEST. Be lookin' for you.

George Earle.



- 6. Smell strongly.
- 7. Attain.
- 8. Symbol for ytterbium.
- 9. Our sea defense.
- 12. Eject.
- 14. You hear this name on spots.
- 16. River in France.
- 19. Metal.
- 21. Opposite of up.
- 25. Exudes.
- 26. Avoid.
- 28. Fish.
- 29. Perform.
- 30. Above.
- 33. Part of a fork.
- 35. Paradise.
- 36. Sponsors George Earle.
- 37. Prevaricates.
- 38. Condensed clouds.
- 41. Opposed to the "outs".
- 43. Exists.
- 45. Day when European war was over.
- 46. Painful cry.

★ JUNE CROSSWORD PUZZLE



SCHEDULE FOR JULY

WHAT'S GOING
ON AT KWTO?



WEEKDAYS AND SATURDAY

5:00 a. m.—Yawn Patrol
 5:30 a. m.—Happy Hollis Warren (M-W-F)
 5:45 a. m.—Rev. Hitchcock
 6:00 a. m.—George and Buster
 6:15 a. m.—Sally Briggs
 6:30 a. m.—Farm Facts (M-W-F-S)
 6:30 a. m.—Haden Trio (T-Th)
 6:45 a. m.—Haden Trio
 7:00 a. m.—Goodwill Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Prairie Playboys
 7:45 a. m.—Buckaroos (S)
 8:00 a. m.—Johnnie Lee Wills
 8:00 a. m.—Prairie Playboys (S)
 8:15 a. m.—Haden Trio
 8:15 a. m.—Sally Briggs Show (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.—No School Today—ABC (S)
 9:15 a. m.—Ozie Waters
 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.—Smiley Burnette (T-Th-S)
 10:15 a. m.—Kitchen Talks
 10:15 a. m.—What's New? (S)
 10:30 a. m.—Slim Wilson Show
 10:30 a. m.—Meet Your Neighbor (S)
 10:45 a. m.—Man At the Stockyards
 11:00 a. m.—Ozark Farm Hour
 11:15 a. m.—Markets
 11:20 a. m.—Farm Hour
 11:35 a. m.—College of Agriculture
 11:40 a. m.—Farm Hour
 11:55 a. m.—World News In Brief
 12:00 noon—R.F.D. Roundup
 12:15 p. m.—Goodwill Family
 12:30 p. m.—Newscast
 12:45 p. m.—Man on the Street
 1:00 p. m.—Paul Harvey—ABC
 1:00 p. m.—Pan Amer. Union—ABC (S)
 1:15 p. m.—Ma Perkins
 1:30 p. m.—Young Dr. Malone
 1:30 p. m.—Dance Bands—ABC (S)
 1:45 p. m.—Judy and Jane
 2:00 p. m.—Black's Wax Works
 2:00 p. m.—Horse Race—ABC (S)

2:15 p. m.—Haden Trio
 2:15 p. m.—Serenade in Blue (S)
 2:30 p. m.—Black's Wax Works
 2:30 p. m.—Concert of Jazz—ABC (S)
 2:45 p. m.—Ozie Waters
 3:00 p. m.—Johnny Olsen Show—ABC
 3:00 p. m.—Marines in Review—ABC (S)
 3:15 p. m.—Keynotes by Carle
 3:30 p. m.—Goodwill Family
 3:30 p. m.—Concert of American Jazz—ABC (S)
 3:45 p. m.—The Jordanaires
 4:00 p. m.—Newscast
 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.—Southwest Serenade
 4:45 p. m.—Here's to Vets (S)
 5:00 p. m.—All Star Parade
 5:00 p. m.—Sen. Kem (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Jimmy Allen
 5:30 p. m.—Mo. Conservation Comm. (S)
 5:45 p. m.—Jack Tucker (M-W-F)
 5:45 p. m.—Airlane Trio (T-Th)
 5:45 p. m.—Christian Science (S)
 5:55 p. m.—Hoagy Carmichael (T-Th)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Dollars and Sense (T-Th)
 6:30 p. m.—Lone Ranger—ABC (M-W-F)
 6:30 p. m.—Jack Armstrong—ABC (T-Th)
 6:30 p. m.—Christian Brotherhood

SUNDAY PROGRAMS

6:30 a. m.—Methodist Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Your Community Chapel
 8:00 a. m.—Words of Life
 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.—Negro College Choir—ABC
 10:00 a. m.—Voice of Prophecy—ABC
 10:30 a. m.—The Christian in Action—ABC
 11:00 a. m.—Excursions in Science
 11:15 a. m.—First Baptist Church
 12:00 noon—Public Service Program
 12:30 p. m.—Newscast
 12:45 p. m.—Drury Quarter Hour
 1:00 p. m.—Back to the Bible—ABC
 1:30 p. m.—Phils Harmonic Orch.—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Billy Graham—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Concert of Europe—ABC
 4:30 p. m.—San Francisco Sketchbook—ABC

- 5:00 p. m.—Drew Pearson—ABC
- 5:15 p. m.—Monday Headlines—ABC
- 5:30 p. m.—Bold Venture
- 6:00 p. m.—Stop the Music—ABC
- 7:00 p. m.—Newscast
- 7:15 p. m.—Jordanaires
- 7:30 p. m.—Q. E. D.—ABC
- 8:00 p. m.—Walter Winchell—ABC
- 8:15 p. m.—Jergens Journal—ABC
- 8:30 p. m.—Black Night—ABC
- 9:00 p. m.—Paul Harvey—ABC
- 9:15 p. m.—Sunday Evening Altar
- 9:30 p. m.—George Sokolsky—ABC
- 9:45 p. m.—Music America Loves
- 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.—Korn's-A-Krackin'
- 7:30 p. m.—Henry J. Taylor—ABC
- 7:45 p. m.—Airlane Melodies
- 8:00 p. m.—Easy Listenin'
- 8:15 p. m.—Sing Time
- 8:30 p. m.—Salon Serenade
- 8:45 p. m.—Time for Three-Quarter Time
- 9:00 p. m.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 9:45 p. m.—As We See It—ABC
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—Dream Harbor—ABC
- 11:55 p. m.—News—ABC

TUESDAY NIGHT

- 7:00 p. m.—Korn's-A-Krackin'
- 7:30 p. m.—Riders of the Purple Sage
- 7:45 p. m.—Airlane Melodies
- 8:00 p. m.—America's Town Meeting—ABC
- 8:45 p. m.—Jimmy Dorsey
- 9:00 p. m.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—Dream Harbor—ABC
- 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

- 7:00 p. m.—Korn's-A-Krackin'
- 7:30 p. m.—Riders of the Purple Sage
- 7:45 p. m.—Airlane Melodies
- 8:00 p. m.—Easy Listenin'

- 8:15 p. m.—Sing Time
- 8:30 p. m.—Salon Serenade
- 8:45 p. m.—Time for Three-Quarter Time
- 9:00 p. m.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—Dream Harbor—ABC
- 11:55 p. m.—News—ABC

THURSDAY NIGHT

- 7:00 p. m.—Korn's-A-Krackin'
- 7:30 p. m.—Riders of the Purple Sage
- 7:45 p. m.—Airlane Melodies
- 8:00 p. m.—Original Amateur Hour—ABC
- 8:45 p. m.—Jimmy Dorsey
- 9:00 p. m.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News of Tomorrow—ABC
- 10:45 p. m.—Dream Harbor—ABC
- 11:55 p. m.—News—ABC

FRIDAY NIGHT

- 7:00 p. m.—Korn's-A-Krackin'
- 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.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 10:00 p. m.—Newscast
- 10:15 p. m.—Sports Report—ABC
- 10:30 p. m.—News Commentary—ABC
- 10:35 p. m.—Dance Band—ABC
- 11:55 p. m.—News—ABC

SATURDAY NIGHT

- 7:00 p. m.—Korn's-A-Krackin'
- 7:30 p. m.—Riders of the Purple Sage
- 7:45 p. m.—Airlane Melodies
- 8:00 p. m.—Easy Listenin'
- 8:15 p. m.—Sing Time
- 8:30 p. m.—Salon Serenade
- 8:45 p. m.—Time for Three-Quarter Time
- 9:00 p. m.—Blue Barron Presents
- 9:15 p. m.—The Four Knights
- 9:30 p. m.—Pipes of Melody
- 9:45 p. m.—Starlight Favorites
- 10:00 p. m.—News
- 10:15 p. m.—Tops in Sports—ABC
- 10:30 p. m.—Popular Orchestra—ABC
- 11:55 p. m.—News—ABC

LATE PROGRAM NEWS: The Staley Milling Co., assumes sponsorship of "World News in Brief," 11:55-12 noon, Mon. thru Fri. effective July 2nd. The Mathieson Chemical Co. resumes broadcasting with the Sat. broadcast of the "Ozark Farm & Home Hour." Block Drug is now bringing you "No School Today," Saturdays at 9 a. m. Don't miss these shows and check the schedules carefully for other favorites.

MEMORY LANE . . .

NO. 3 IN THE SERIES RECALLING
"FAVORITES" OF OUR YESTERYEARS

Frankly, we'd forgotten ourselves just how many folk we had the pleasure of working and playing with in the days gone by. Here is No. 3 of "Memory Lane" and what we know about them today. L. to R.—1. **Jack Crandall**. Last we heard of Jack he was in Wichita, Kan., and was not in radio at the time. 2. **Bill Hickman**. Bill taught at Rogersville, Mo., last year. We heard recently that Uncle Sam was beckoning but have no facts. 3. **Doc Embree**. At KMA in Shenandoah. 4. **Milton Dickey**. On the announcing staff of KCMO, Kansas City. 5. **Dick Witty**. On staff of WLW, Cincinnati, Ohio. 6. **Penny Nichols**. She's busy in the role of housewife and mother here in Springfield. 7. **Lou Martin**. Now on staff of KOAM, Pittsburg, Kan. 8. **Virgil Phillips**. Along with his brothers "Virg." is responsible for many of the swell picture "cuts" seen in the DIAL nowdays. He's with the Phillips Engraving Co., of Springfield and still Sec. of Musicians Local No. 150. 9. **Gene Monbeck, Doug Dalton and Roy Lanham**. The "Whipoorwills" are now in Hollywood. You hear them regularly on the "Smiley Burnette" Shows. 10. **Homer and Jethro**. These "zaneys" are now with WLS, Chicago and we're sure just as swell fellows as ever. 11. **Corinne Stumpf**. Corinne is now heard with the famous Renfro Valley

HEARTBEATS

(Continued from page FOUR)

I hope you are all renewing your subscription to the DIAL, if it has run out. It is the finest little magazine in the middle west for the money and I mean every word of that. And if you don't support it, then it won't last. Don't fail to renew your DIAL. For one dollar, where could you get more? Besides, I love to talk to you every month. We all love to. We are as friendly up here at KWTO as a batch of little pups. We love to have your friendship—I love friends better than anything in this world . . . Better than gold (although I have no gold). But I do have friends. I love to help people bear their burdens and love to share their joys. One time a small boy was told by his mother, very impressively, that we were put here in life to help others. And the little boy said, "Well, what were the others put here for?" Something in that to think about.

Well, take care of yourselves this hot and dangerous month of July. I am going to try to stay at home this month, believe me, and it will be a good change.

Goodbye and God Love Ye.

MAY

Gang and broadcasting over a Louisville, Ky., station. 12. **Zig and Patsy**. Zig is in Springfield and sister Patsy, married and living in Sedalia, Mo. 13. **Sue and Sally**. Last heard of both girls were in N. Y. Sue, in radio, and Sally, now married was following a housewife's career. That's it. How many do you remember?

AN INVITATION

(Continued from page TWO)

the DIAL will, through necessity, sell for 25¢ the individual copy it will come as a bonus to regular subscribers. Arrangements have been made to give this issue to each person entering a new or renewal subscription during our birthday month. In other words, each new subscription received during the month of August would actually not start until the September issue. The new subscriber receiving, with our compliments, the August issue and then enjoying the DIAL for the following 12 full months. The same would be true with present subscribers who wish to send renewals or extensions of their present subscriptions. They will receive 13 issues for the usual \$1.00 yearly subscription price. The KWTO DIAL booth will offer the opportunity to those attending the OZARK EMPIRE FAIR to take advantage of this offer or to purchase individual copies of the Special Anniversary number. Also special packets containing the six back issues of 1951 (Jan. through June) will be available at the booth for just 35¢. Of course, if you are unable to attend the fair orders for new subscriptions, renewals and individual copies of the anniversary number, will be promptly taken care of by mail. This is also true of the "Back Issue Packet" if an additional 5¢ is added to the 35¢ selling price to cover the cost of postage.

To say that we'll be busy between now and then getting everything in readiness would be putting it mildly indeed, but it's going to be fun and work we'll actually enjoy. We're hoping that we can make you proud of us and that you actually do think enough of us to take us up on our INVITE. It's a VERY sincere one and it goes out from the entire "Family" to your entire family. We're going to be looking for "Mom", "Pop" and all the "Kids". Better start making plans now to attend the Ozarks Empire Fair this year and as soon as you hit the grounds start lookin' for our big banner across the tent that will read—"COME ON IN AN' SET A SPELL—KWTO, YOUR OZARKS NEIGHBOR WELCOMES YOU."

HAPPY BIRTHDAY TO:

— JULY —

Selby S. Coffeen.....	July 3
June Redmond	July 7
Les Kennon	July 13
Slim Wilson	July 14
Paul Glynn	July 20
Aunt Martha Baty	July 21

— AUGUST —

Charlie Haden	August 6
Wallis Fender	August 9
Bob White	August 11
Elizabeth Cole	August 24
Buster Fellows	August 25
Andy Lawrence	August 26
Bill Bryant	August 28

FAIR AND WARMER

(Continued from page SIX)

"sit here and die?" as cried the leper at the gates of Jerusalem.

Yes, 175 years ago this 4th of July, 56 brave and courageous men met there in that little hall in Philadelphia. Some were sick, some were hale, some were young, some were old. Yankee, Southerner, rich man, poor man, but they were united in purpose and pledged their lives, fortunes and their sacred honor to the precepts of that Famous Document, the Declaration of Independence. Little, wise, Benjamin Franklin was there and when all the signatures were placed thereon, Ben said, "now boys, we must hang together or we'll all hang separately," and his warning on that first, hot, sunny 4th of July is just as timely today as it was then, perhaps even more so.

It was Kipling who sang in his famous recessional:

**"Lord God of Hosts, be with us yet!
Lest we forget, lest we forget."**

So let us not forget that the blood spilled and the price paid, at Bunker Hill, New Orleans, Buena Vista, Chicamaugua; at San Juan Hill, in Flanders fields, at Okinawa, Iwo Jima, and now as the tide of battle ebbs and flows across that 38th Parallel, is the price our sons have paid for this FREEDOM and our future. Above all let us not forget that no matter how many our troubles may be, and even if they grow a hundred times worse, we are still under Old Glory, the most beautiful, grandest flag of the greatest Nation on earth and we are still TEN times better off than the peoples of any other country on the face of God's Green Earth.

GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



Here' No. 7 and for the second time in a row we're picturing a member of the fairer sex who grew up to be a radio personality. Let's see . . . the picture was taken in Carthage. The young lady had cried all day, because she was afraid of the camera, but the photographer finally caught this cute picture. The subject herself admits it was all a few years back but . . . you'll find her current likeness elsewhere in this DIAL and if we added that today she is in addition to being a popular radio broadcaster, a writer and author of note . . . we'll, we bet you'll have no trouble in "Guessing Who." First three correct answers received are the winners.

— LAST MONTH —

Although the copy got a bit mixed the line under last month's "Guess Who" saying that today her name was almost as well known as your own gave us away. Very few missed identifying the little "Miss" as our own "AUNT MARTHA" BATY



. . . and that it was. Winners of FREE subscriptions were: Fletcher Barton, Neosho, Mo., Mrs. W. A. Clark, Box 167, Bentonville, Ark., and Mrs. Ima Martin, Gen. Del., Ozark, Mo. Congratulations! Will your name be here next month?

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

Q. Where did Sally Briggs come from, and is she married? (J. L., Lebanon, Mo.)

A. If you will see page 5 of your May Dial, it will give you a synopsis of Sally's life.

Q. Could we have a picture of the First Baptist Church in Springfield? (E. M., Dixon, Mo.)

A. The First Baptist Church is now constructing a beautiful new building which is as yet incomplete. As soon as it is done, we plan a special feature which will not only bring you a picture of the building, but of the church's entire facilities as they are used for our church service of the air. Look forward to it.

Q. Could we have a picture of the announcer of the Yellow Bonnet, 7:45 program and also one of the gang? (M. D., Roscoe, Mo.)

A. The 7:45 Prairie Playboys Yellow Bonnet show is announced by KWTO's Farm Service Director, Loyd Evans. You'll find his picture in the special farm safety feature included in this issue. We'll get a new picture of the Playboys for you right soon.

Q. We would like to see a picture of Junior Haworth and Family. (C. C. Young, Willard, Mo.)

A. We have used individual pictures of Junior's family in recent issues but we will have a Family Portrait of them just as soon as possible.

Q. Would like to see pictures of the Goodwill Family and to know if they plan on coming to, or near, Fayetteville, Ark., this summer. (A. T., Fayetteville, Ark.)

A. The Goodwill Family is perhaps one of the most pictured acts on KWTO, both individually and as a group. With their 18 years background as staff artists, and their perennial popularity, this is quite understandable. It's almost time for a new Portrait of the quartet and we'll have photographer, Reuel Haymes, take it just as soon as possible. As to the Family's plans for personal appearance in the vicinity of Fayetteville, we cannot say at this time. It will depend upon volunteer local sponsorship. Contacts for such dates are made direct with the Family.

Q. We would like to see a picture of Junior Haden, wife and baby. (R. L., Waynesville, Mo.)

A. Have you been reading our mind? This picture should appear probably with the October issue, as there will be a special anniversary August issue which will not carry "Family Portrait" and the Sept. Por-

trait has already been promised so we will be unable to make it before that time.

Q. Is Sally Briggs a sister to Sue Thompson? Does Ozie Waters live in Springfield? (C. J. S., Grove Springs, Mo.)

A. No, Sally is not related to Sue. Ozie Waters has a farm near Nixa, Mo.

Q. Are Don Dailey's folks living in Springfield? (L. K., Flippin, Ark.)

A. No. Don's parents live in Marshfield, Mo.)

Q. Where does Jimmy Haden go to school?

A. Jimmy has been out of school for two years.

Q. Does Chuck Bowers have a new baby? (Mrs. B. B., Eldon, Mo.)

A. No.

Q. Is June Carter married? (W. W., Pierce City, Mo.)

A. No. Helen and Anita are the only Carter sisters married.

Q. I would like to see a picture of the Saturday Farm and Home Hour gang. (V. C., Mtn. Home, Ark.)

A. As the Farm and Home Hour gang originates its full 55 minute show in quarter hour segments, each unit filled by a specific group, we have never taken a picture of the programs' complete personnel. We'll see what can be done with your request real soon.

Q. Is Pat Patterson married? Was Jerry Osborn part of the act that used to be heard over KWTO as "Jackie and Jerry"? (W. S., Crocker, Mo.)

A. Yes, Pat is married and has two fine daughters. The Jackie and Jerry act that was on KWTO several years ago was made up of Jerry Osborn and his wife.

Q. In the January 1951 "Family Portrait", the Hesington children both looked liked little girls. I know many other people must have wondered about the small child's beautiful hair. Is it a boy, or did you make a mistake? (N. S., Compton, Ark.)

A. No mistake—Craig is all boy. He had his first hair cut right after the Portrait picture was taken, and believe me, he's hardly known at home these days.

Q. Do you picture members of transcribed programs? If so, we would like to see one of Jimmy Allen.

A. From time to time, when available. We recently received a "pic" of Jimmy Allen and will plan to run it for you soon. Up until now it has been withheld as Jimmy was offering an autographed photo as a gift to the boys and girls.



Family Portrait

May we present Mr. and Mrs. Clifford R. Black and daughter Rebecca Ann. Of course, we had best acknowledge that Clifford R. Black and KWTO's personable Program Director "Lou" Black are one and the same. But for short absences "Lou" has been with the station since 1940. The charming Mrs. Black is the former Miss Patsy Ann Evans of Marshfield, Mo. Mr. Black is a native of Joplin and he and "Pat" were married May 5, 1946. Little Rebecca Ann is their first child and will be 9 months old the 5th of this month. Isn't she a doll?

MRS. BARBARA LOWRY
FAIR PLAY, MO.
RT. 2

5-52

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