Merry Christmas
The chosen title for our final message to the Dial's many friends and subscribers is borrowed from BIAS, Springfield's Weekly Newsletter, Edited and Published by Mr. George Olds. In the November 28, issue of BIAS, Mr. Olds wrote:

"After ten years, the Dial is being tuned out. Subscribers to the monthly publication of Radio Station KWTO—12,000 of them in Missouri, Kansas, Arkansas and Oklahoma—have already been notified that the December, 1951, issue will be the last."

"The Dial started publication on August 15, 1941. Carl Ward, now General Manager of WCBS in New York City was its first Editor. Subsequent editors included, Ralph Nelms, James Fuson, Jean Lightfoot Kappell and Bill Bailey, who has the unpleasant task of folding up the paper."

It is interesting to note the whereabouts of the past Editors of the Dial at this time. As we've already mentioned, Carl Ward, the Dial's first Editor (Aug. 1941—May 1942) is now General Manager of WCBS, Columbia's Key station in New York City; Ralph Nelms (June 1942—Jan. 1947) now President of Nelms Advertising Agency, Springfield, Mo.; Jim Fuson (Feb. 1947—Aug. 1947) now with the Promotion Department of General Motors, Detroit, Mich.; Jean Lightfoot Kappell (Sept. 1947—Oct. 1950) now living in West Milton, Ohio and writing syndicated newspaper column; and "Yours Truly," Bill Bailey, who has had the pleasure of serving in that capacity since Nov. 1950. Plans call for me to stick around in the capacity of KWTO's Promotion Manager, and Publicity Director. Naturally, I'll greatly miss the Dial, but many special plans for keeping us close to our listeners are in the making.

Again quoting Mr. Olds item in BIAS: "In the beginning, the Dial was a tabloid size newspaper, printed monthly. Today, it is a 20-page, slick-paper magazine, slightly smaller in proportions than BIAS, well-filled—as it has always been—with pictures and feature stories about KWTO and other personnel of the Station. Weatherman C. C. Williford, and May Kennedy "Hillbilly Heartbeats" McCord, were popular contributors. The Dial was killed by the high cost of publishing, but though the Dial is dead, promotion minded officials of KWTO have no intention of halting the Station's Public Relation program."

We feel that BIAS has briefly and concisely told the story. Editor, George Olds, like many thousands of others throughout KWTO's coverage area, has long been considered one of the Dial's best friends.

In seeing this last issue go to press, we could not help feeling a deep twinge of regret that we shall, at least for the present, be denied the privilege of visiting with these friends and neighbors through the pages of our magazine. It would be impossible to enumerate even a small portion of the kindnesses that have been extended to the Dial, its staff and the station's personnel during the ten years we have been privileged to publish the Dial.

We look back with many fond memories on the thousands of friendships that have been cemented and we look forward to the day when we may perhaps again be permitted to come calling at your home in the same manner in which we have become accustomed since the Dial's inception. With these hopes so strong we will not attempt to say "good-bye" but rather "so-long" and as always, "you'll be hearing from us at 560".

The entire KWTO Radio Family will as always be striving to merit the slogan we so proudly proclaim—"your friendly Ozarks neighbor."

Sincerely, Bill Bailey, Editor.
What child wouldn't like to own the cute little Shetland pony pictured in the center of this page? Yes...to OWN it as HIS (or HER) VERY OWN. Well, that's going to be the case for some very lucky youngster, and all in time for Christmas too. You see, it's being brought about by KWTO's newest program planning in interest of the "small fry".

"The Children's Hour". We have realized for some time that there was a decided need for an early evening show especially designed for younger children. There were fine broadcasts for mom and dad, for older brother and sister, for grandmother and grand-dad but, how about SIS and JUNIOR? Truly, the little tyke didn't have a radio show that was really his own. It seemed to us that there should be a program that would bring STORIES, the classics, those favorite tales that mothers and dads used to tell their children as they gathered around the home hearth; and the newer stories that stir a child's imagination and delight him with their simplicity and charm; MUSIC, the melodies and song written especially to charm the small fry's heart, and perhaps a CONTEST or something of the like in which the young listener could participate. A Program Department conference was called and when Assistant Program Director-Chief Announcer, Joe Slattery was asked what kind of a show he would like his small listeners. Of course, with the Christmas season right upon us, and the stories that Joe is relating about that wonderful time of the year, music of St. Nicholas, the Christmas Fairies, Jingle Bells and all the rest, there is plenty in the Program's content to hold the interest of every boy and girl. And then just think, to top that off, there is the Shetland pony pictured here and also on the front cover of this month's Dial which is actually to be given away to one of the Program's small listeners. Complete with saddle and bridle too. Isn't he a beauty? He is from Barrett's Pony Farm, located on Route 6, just west of the City of Springfield. The young fellow was only three months old when the picture was taken, but will pass his four month birthday and be fully broken by the time the presentation is made on Sat., Dec. 22. How's that lucky boy or girl going to win this pony? It's really very simple. Uncle Joe invites the youngsters to tell in his own words, why he or she would like to own the pony if it was theirs, what would be its name. Isn't that easy? The facts of the contest are these: First, it is open to any child in the KWTO listening area, 10 years old or younger. Second, they must write a letter to Uncle Joe, in care of the Children's Hour, KWTO, Springfield, Mo., giving the name that they would choose and in their own words, the reasons they would like to have the pony. Now, we all know that these young folks very definitely have minds of their own. Most of them have very good reasons why they would like to own a pony, and undoubtedly have expressed those reasons to Mom and Dad many times previously. Why not ask them? If they are too young to do their own writing, it's no barrier to them entering the contest. Mother or Dad can write the letter for them, but should be sure they express the child's desires in his own words. If he tells you at great length why he wants to own the pony, that's all right, there's no word limitation to worry about. (Continued on page FOUR)
**THE CHILDREN’S HOUR**

(Continued from page THREE)

If the child is able to do his or her own writing, let them do it. The charm of the youngster’s own hand writing only adds to the sincerity and joy of his letter. The contest closes as of Midnight, Wednesday, December 19, and all entries must be in the mail and postmarked not later than that date. Each letter will be carefully read and judged by a committee composed of Mrs. Margaret Martin, of the Girl Scouts, Miss Jane Younger, Greene Co. Librarian, Mr. Melvin Tudor, of the Boy Scouts of America, Mr. Ralph Nelms, President of the Nelms Advertising Agency of Springfield, and Mr. Jim Cook, an Officer of the Missouri Cripple Children’s Society, Vice-President of the Board of Trustees, Burge Hosp. As we have already stated, the pony will be awarded on Sat. the 22, and great plans are already being made for a presentation ceremonies in front of the KWTO Radio Home. Time and details will be announced later. It goes without saying that we would like every child to have a chance to own this pony as his very own, so don’t forget to keep the children listening to THE CHILDREN’S HOUR broadcast each day, and see that they get their entries in in sufficient time. We know that the CHILDREN’S HOUR is the type of program that every mother and father would want their children to enjoy. As it’s designed especially for them, we naturally would like it to enjoy the largest audience possible. Incidentally, and this is a note for adult eyes only, our cover picture this month which shows the pony to be given away with the jolly old St. Nicholas, was specially posed for this purpose. In reality St. Nick. is in the person of Mr. Raymond Keltner, KWTO’s genial Sales Manager. We won’t tell the youngsters that, will we? And just think of the joy in some small fry’s life when Ray (or should we say Santa Claus) hands the reigns over to the new owner on Sat. morning, Dec. 22. Good luck, good listening and Merry Christmas, kids! We do hope you’re enjoying KWTO’s new show which is specially for you.

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**PORTSIDE PATTER by G. E.**

Well, swell people, this is the last issue of the KWTO DIAL . . . at least for a while. My fingers are crossed and I’m hopeful that this is only a temporary expediency, as explained by Editor Bill Bailey. Perhaps in the not too distant future, we shall come forth with an even greater KWTO publication, when shortages and prohibitive costs are a thing of the past.

Meanwhile, remember we will still be doing business at the “same old stand”—KWTO, striving to please you as “your radio station” and abiding by the wishes of the majority in programming and station policy.

So this is not goodbye. Let’s just call the discontinuance of the DIAL a “vacation” and hope that it will come back, when the time warrants, well rested and ready for a greater era than ever. Although I shall miss you through the hallway of this column, I shall look forward to seeing you on your visits to the “radio home” and when you stop to visit during the “man-on-the-street” broadcasts.

May I extend on behalf of my family and myself best wishes for a Very Merry Christmas and a Happy, Bountiful New Year!—George Earle.

**BACK ISSUES AVAILABLE**

Many DIAL readers will be interested to know that complete sets of 1951 DIALs (Jan. through Dec.) can now be secured in “Back Issue Packets”. About 250 of these complete sets are available and as long as they last may be had at a cost of 65¢ per set postpaid. They would make swell Christmas remembrances for any KWTO friend who has not been a DIAL subscriber during the past year. Orders should be mailed addressed to DIAL (Back Issue) Dept., in care of Radio Station KWTO, Springfield. Be sure your name and address is given clearly or the name of the person to whom you want your order sent and that you include the proper amount to cover your order.

We also have had inquiries as to ordering individual back issues. Several have written to say that although they have been DIAL subscribers, this issue or that has been lost or destroyed and they would like to obtain replacements. In most instances all DIALS published for the past 15 months are available in limited quantities, with the exception of the Aug. ’51 Anniversary issue and the current issue (Dec. ’51) these can be had at 5¢ per copy. The Anniversary number and of course this issue will sell for 10¢ per copy. Address all orders as instructed above and don’t wait too long to make your request.

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News Item: Mr. and Mrs. Don Jenkins, (Mrs. Jenkins is the former Pat Bowman, of KWTO’s Continuity Department) announce the birth of their first son, Stephen Ross, weight 10 lbs., born Nov. 27. Pat and Don now live in Topeka, Kans., where Don is employed as an Efficiency Engineer for Goodyear. Congratulations to the proud parents.
INSIDE AT THE STUDIO . . .

NEWS & HAPPENINGS
BY HESINGTON

DECEMBER, 1951

Page 5

Just as I got going good as a columnist, word comes from the Editor that this is to be the last issue of the DIAL and that my services will no longer be needed. Well . . . such is life. I'll be writing my bit this month with a sad heart . . . (even my old typewriter seems to have a tear in its (i), eye, that is.) Could you took it? . . . anyway, here's what I found out around the studio this past month.

First: . . . thought you might like to see a brand new picture of the Whippoorwills, that now famous musical group that used to be on our KWTO talent roster and who are still being heard on our airwaves. See below—it's a "pic" taken recently while the "Whips" were on personal tour with Roy Rogers. Of course, in the picture you'll see Roy, his beautiful wife, Dale Evans and Pat Brady. In the back row in the usual order are the Whippoorwills, Dusty, Roy, Georgia Brown, Gene and Doug. Georgia and the Boys come to see us about once a month (they are here now as I write this column) when they are in our RadiOzark Studios to record the George Morgan-Robin Hood Shows. Usually, if time permits, they step in to help the KWTO Gang render a number or two on one of the "live" air shows and to say "howdy" to many old friends here in the Ozarks. Of course, you're hearing them regularly over the station on every Mon., Wed., and Fri., at 5 p.m., as they play their part on the Smiley Burnett Shows. We understand around the first of the year the "Whips" are to start making Western Movies with Roy Rogers and Company. Add that to the acceptance they have already received in radio all across the country and you have a real success story . . . huh? We're mighty proud of them and wish them continued "loads of luck."

Item No. 2 is what we might call REAL LIFE DRAMA. Si Siman, RadiOzark Gen. Mgr., was returning home from the Springfield Airport a little after 1 a.m. one morning recently when suddenly a rabbit darted in front of his car. Almost impulsively, Si cut his wheels to avoid hitting it . . . but, THUMP, it was too late. He regained control of the car, stopped and decided to go back and pick up the little creature. (After all . . . no use making it a double tragedy by missing a good rabbit supper.) Sure enough, there was the rabbit, still as death but hardly marked so, Si placed it on the floor of the front seat and proceeded homeward. Driving along, musing the cruelties of life and perhaps dreaming of an unexpected treat the rabbit (only stunned) suddenly came to life, leaped directly up in

(Continued on page THIRTEEN)
“For there’s no place like your old home town”. Isn’t that the way a line goes in the old song? At least, it well expresses how our good friend, Bill Ring, feels of his home town, Strafford, Mo.

Bill was reared in Strafford, went to school there, and the night of Nov. 16, the whole town and surrounding territory turned out to tell Bill that they were equally as proud of him and his accomplishments in his chosen profession. This year the Strafford, Mo., High School combined their Annual School Carnival with a Bill Ring Day, and what a time was had by all! It was an honor that Bill will not likely forget.

While Strafford, Mo., cannot claim Bill as a native son, (he was born in Dallas, Tex., Dec. 1, 1913) he is still one of Strafford’s children and likely always will be. Bill’s parents, Mr. and Mrs. W. S. Ringenberg, were in Dallas on that eventful December morning when Bill put in his first appearance, as Dad Ringenberg was a contractor and at the time was in the Texas city on a job. Shortly after Bill’s birth, the family returned to Strafford, and it was there that Bill grew into young manhood. He went to school, graduated with the class of ’31 at the age of 17. He was a star basketball player for Strafford High for four straight years, and at the same time was developing a swell baritone voice that was to bring him fame during later years throughout the entire country. Back in school, Bill loved to sing so well, that he took every opportunity to do so. In the summer months he “plugged” songs in the Springfield Dime Stores and later worked for a local theatre being known as the “Singing Usher”. It was at this time that Ralph Foster, newly arrived in Springfield with his pioneer radio station, heard Bill sing and...you know the rest.

Bill rapidly became a top KWTO radio personality. He has remained a star and one of the area’s outstanding favorites for many years.

In 1942, he was offered a staff announcing job with one of the major networks in Chicago. But the following year, Bill joined the Navy and after the war returned to his native Ozarks. Two years ago he became the official Goodwill Ambassador and Radio Emissary for the Taystee Bread Corporation, and again took up residence in the State of his birth, Texas. In Houston, where Bill headquartered, and from which point he had the pleasure of originating many outstanding radio and television shows, the residents and all the citizenry of the “Lone Star State” soon made him a favorite.

Bill’s transcribed “Smile” programs, in which he portrays the singing “Happy Jack Tucker” for Mrs. Tucker’s Foods, Inc., of Sherman, Texas, have made his name a household word over much of the Midwest.

The Rings are now living in Springfield again. Bill is presenting “Bill Ring Time” for Taystee over KWTO, 8:15 a.m. Mon. through Fri., and also producing the George Morgan—Robin Hood Show for the International Milling Co. Both Mrs. Tucker’s “Smile” program and the Robin Hood Show are transcribed in Springfield by KWTO’s Sister Company, RadiOzark Enterprises.

And so, on November 16, these achievements plus the fact that Bill is and always has been a “regular fellow” were lauded by Bill’s “home town folk” at Strafford. The big affair was held in the Strafford High School Gym-Aud.

For several days prior to the 16th, practically every school child and citizen for miles around displayed a lapel tag which proclaimed “I am celebrating Bill Ring Day”. The store windows were adorned with posters announcing the big affair, and it was a celebration that the Strafford School and the town can well be proud.

The night’s program opened with the professional played by the Strafford High School Band under the direction of Jane Ross. Then the entry of the Royal Court Members, which were the candidates of the various classes for the honor title of King and Queen of the Carnival. Mr. Hoyt Shumate, Supt. of Schools at Strafford, 1929-34 and one of Bill’s old “Prof’s” introduced the honor guest, Bill Ring, who then presided at the Coronation of Sophomores, Shirley Brake and Jerry Norbury, the successful royal candidates.

Following, the audience was treated to a program of entertainment by Bill, who was accompanied by Zed Tennis and Bob White of the KWTO staff. The show was an outstanding success, but the most surprised person of all was Bill Ring. The Strafford High School presented him with a 21-jewel Lord Elgin wrist watch, appropriately engraved on the back with words of esteem from his old friends and neighbors of Strafford, Mo. It was a great evening, for Bill who said he was “humble and wonderfully proud, of the honors bestowed so lavishly on him and of the citizens of Strafford, who would always, in his heart, be the greatest people on earth”.

Strafford, Mo., perhaps got the greatest joy of all—the joy of honoring and awarding a home town boy who made good.
BILL RING DAY
Strafford, Mo.
November 16, 1951

1—Bill Ring performs Coronation Ceremony, installs Shirley Brake and Jerry Norbury, King and Queen of School Carnival. 2—Mr. Hoyt Shumate of M.F.A. Milling Co. and former Strafford School Superintendent, presents Bill with a lovely 21-jeweled Lord Elgin watch. 3—Bill and the Strafford, Mo., School Athletic Coach, Luther Dugan, exchange bouquets and laughter on the program. 4—Bill entertains the assembled crowd. 5—No need to identify Zed Tennis and Bob White who accompanied Bill on numerous favorite songs. 6 and 7—Scenes taken in the “Bill Ring Room” at Strafford High showing array of pictures and publicity that are part of Bill’s momentos. 8—Bill autographs his photos for admiring friends and acquaintances. 9—Another section of the crowd at the end of the show with Bill still wide-eyed at the reception accorded him by his Strafford neighbors.
Recently there has been a new outbreak of peculiar things seen in both the day and night skies. They have become so frequent that even staid science is now making note of them and wondering. These big brilliant fire-balls seen over this part of the country, as well as most all other parts, are baffling even those who formerly scoffed at "Flying saucers" as pure imagination.

In these days of world chaos and uncertainty, many prophets are arising and making all sorts of predictions, not the weather, but for the most part, wars, disasters and even the end of civilization and time itself. Most of these prophecies come from religious viewpoints but there are many from scientific sources. Some big name ministers have made predictions of impending disaster, quoting the Book of Revelation while others will quote the old prophets, like Daniel, who said, "But thou, O Daniel shut up the words, and seal the book, even to the time of the end; many shall run to and fro, and knowledge shall be increased"—Daniel 12-4.

Far be it for me to make any predictions along this line but most every one will have to admit that there can be some merit found in many of these predictions, especially that of Daniel who foretold that man would grow very smart toward the end of time. The phenomenal advances in industry, transport, radio, television, atomic power, and now a rocket to go to the moon, would naturally cause some to think that man is getting too smart for his own good and thus the final reckoning day be hastened.

Strangely enough we do not have to refer to the Bible for all prophecies—they may be found in other writings and even some of the classics of literature. One of the most quoted of poet's writings in the matter of prophecy is that of Mother Shipton, an English woman born in Norfork, England, in 1449, forty-three years before Columbus discovered America. If the following bit of verse, which is a quotation from her writings, are authentic, then just check them and see how many of her forecasts have come true:

A carriage without horses shall go,
Disaster fill the world with woe:
In London Primrose Hill shall be
Its center hold a Bishop's see.

(Continued on page SIXTEEN)
THE SEASONS BEST WISHES FROM THE KWTO RADIO FAMILY


No. 3—Announcers: (Standing L. to R.) Meri Douglas; Dave Estes; Chief Ann. Joe Satterly; Jim Kendrick.

No. 4—Talents: (Standing L. to R.) J. R. Jett; W. K. Haworth; Buster Fellows; "Aunt Martha" Batty; Sally Briggs, (LaRue Tree); "Slim" Wilson; George Shores; (Kelli 26) Dale Parker; Zedrick Tennis; Program Director, Lou Black; Gerry Osborn; Rec. Librarian, Selby Coffeen.

No. 5—Engineering Dept.: (Standing L. to R.) Reuel Haynes; Wauwe Hope; Eddie Otrodovac; Andy Lawrence; Wallis Finder.


No. 6—News Dept.: (L. to R.) Fay Glynn, Leonard Rader; News Ed., Floyd Sullivan; Joe Stil- len, Sportscaster, Vern Hawkins. V-Pres., Sec., and Treas., C. Arthur Johnson; Eng., Norman Rude, Peter Wagner. Bob White and Bill Frichette were absent on the day these pictures were taken. They join all the rest of the Family in wishing you a Merry Christmas and a Prosperous New Year.
Greetings to everyone — and a Merry Christmas!

I have dreaded to sit down and write this message to you this month, because, as you all know by now, this is the last issue of the beloved DIAL. I cannot tell you how it breaks my heart to give up this communication with you each month and the joy of writing to you. You know, there is something about the written word that is everlasting. Radio is fine and it is a very close and intimate way of getting to know people and talk to them and commune with them. But the written page stays in cold print long after the echo of one's voice has died away on radio.

I have considered it a privilege to write to you each month and not a task. I believe each of us has. You will miss Sully and C. C. Williford and George Earle and the Dial Editor and all the different things that have been written by almost everyone on the staff. I dare say that not another station in America has had so fine a magazine and outlet for its staff and friends. But as you know, it is not a money making proposition and never was and never was intended as such. And paper and ink and labor go up and up and up each month, just as everything else on the top side of earth does. I will not say goodbye for I will be on the air at eight-thirty on Sunday mornings and will see you there.

This is the month of Christmas! The Holy Yule tide... The Feast of the Nativity! A very sacred commemoration which the beloved DIAL.

May McCord

The month of November found KWTO one of thirteen radio stations across the nation receiving the National Safety Council's Public Interest Award for Exceptional Service to Farm Safety. Our activities during National Farm Safety Week in 1951 and for the preceding 12-month period were responsible for the honor, and as it is certainly the type of recognition we like to receive, we're not adverse to doing a bit of "button popping". The award was conferred at a luncheon given by the Council in the Conrad Hilton (Stevens) Hotel in Chicago on Nov. 25th for members of the National Association of Radio Farm Directors. KWTO's Farm Service Director Loyd Evans, present for the Eighth Annual Meeting of the Association, accepted the award on behalf of the station and below you will see pictured Loyd receiving the beautiful scroll from the hands of Mr. Paul Jones, Director of Public Information of the National Safety Council.

KWTO was accorded special praise by the judges for an "exceptionally fruitful farm safety contest among Future Farmers of America Chapters in Southwest Missouri". Loyd reports that the committee was particularly impressed with this contest because it produced an especially impressive list of accomplishments in actual removal of farm hazards. In addition, the station's "excellent all-around farm safety program of 50 special farm safety broadcasts; 900 references to safety on regular broadcasts and 400 spot announcements during the year" earned for us this much appreciated recognition and honor.

Much credit must go to our Farm Service Director for Loyd Evans almost single handedly conceived the various phases of the station's program and carried them through to their very successful conclusion. The KWTO Farm Safety Contest, which he had in full swing before the station management was aware of its existence, was conducted among twenty F.F.A. Chapters of the district. One thousand dollars in cash prizes, underwritten by the station and several of its outstanding advertisers, and KWTO Safety Trophies were awarded to the winning chapters. The contest ran from May 1th through June 31st and many Dial readers will undoubtedly recall the feature stories of the July and September issues (Continued on page SEVENTEEN)

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HILLBILLY HEARTBEATS

BY MAY KENNEDY MCCORD
"QUEEN OF THE OZARKS"

Christmas morning, we said "Christmas Gift"! Of course all you older ones will remember that. And believe me, we expected a gift of some sort too. It might be just an apple or a pop corn ball or a bit of candy. It was like this "trick or treat" business the children do now, on Halloween. I never heard of trick or treat when I was a kid, nor did anyone else. That is a racket, and believe me it's some racket.

When I was a child we never had private Christmas trees in the homes as they did in the cities or back east. They had the trees in the church or in the school house. But they were great big affairs and everybody came from far or near. Someone went out and cut a real hick cedar tree and they dragged it in with a two-horse team, and oh, the smell of it! That's one thing that nobody can ever forget. Such fragrance I don't believe exists anywhere else in the world. Everyone had a gift on the tree. Each poor child had a bag of candy made by the good women. And some nuts and an orange. But I have never heard of trick or treat business the children do now, nor did anyone else. That is a racket, and believe me it's some racket.

KWTO RECEIVES NATIONAL SAFETY COUNCIL CITATION FOR FARM SERVICE PROGRAM

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KWTO RECEIVES AWARD

(Continued from page NINE)

which told of the contests progress and results. First place in the competition was won by the F.F.A. Chapter from Carl Junction, Mo., while second place went to Jasper, Monett was third, Mount Vernon fourth, Greenfield fifth and Dadeville sixth. Carl Junction, in winning the coveted first place, had advanced eighty ideas for farm safety, and reported a total of 3,201 individual safety measures taken by residents of 70 farm homes in the Carl Junction area during the six-week contest period. The Assembly Day program held July 28th, (the final day of National Safety Week) brought the representatives of the winning chapters, along with their advisors, to Springfield in order to receive their awards and to be guests of the MFA Mutual Insurance Company for a dutch lunch held at Phelps Grove Park. An address was given by the Rev. Roy Fields, pastor of the Central Christian Church of Springfield and the presentation of awards was made by Mr. Lester E. Cox, Springfield industrialist.

In view of the important part this contest has played in bringing the National Safety Council's coveted award to KWTO we would again express our earlier voiced appreciation to the boys of the various chapters taking part, and to you folks in the numerous communities and rural areas for your combined efforts in making the KWTO Farm Safety Contest a success. As Loyd Evans expressed it, shortly after the conclusion of the contest . . . "if our efforts to promote farm safety can prevent but one painful accident our program will have been a great success". Now, with national recognition ours, we would add an expression of humble happiness that we have been permitted to function in this manner and that our efforts have been such as to merit the appreciation so amply expressed in the National Safety Council's Citation.

 Needless to say, Loyd's attendance to the Radio Farm Directors 8th annual meeting was a most enjoyable affair. He reports not only did he receive much valuable information from the outstanding speakers of the convention but that just swapping ideas with the Farm Service men of other stations brought to light much that he feels can be incorporated in his plans for our territory in the following year. It was Loyd's first trip to Chicago and you know how it is when you turn a country boy loose. He'll spend hours talking about the big city so if you don't like to "chin" look out for the white station wagon.

INSIDE AT THE STUDIO

(Continued from page FIVE)

Si's face, back again, into the rear seat, into the front seat and . . . WELL, brother Siman's not quite sure as yet just how he got stopped without ending up in a ditch but he did and with no little effort finely cornered "Harvey". (The name the unlucky creature has been "dubbed"-"from the picture of the same name.") Quieted, Si managed to get both he and his newly acquired friend the short distance remaining to his home. "All's well that ends well" . . . but, not quite. As he drove into the garage and attempted to leave the car . . . "Harvey" left too. After all the trouble it's understandable that Si wanted to see the experience through to the end. "Harvey" went under the car . . . Si went down on his hands and knees after him. It was then that Si's wife Roseanne came upon the scene. Seeing her usually well behaved spouse down on his hands and knees, clucking for something under the car, at one o'clock in the morning at least called for . . . something. "What in the world are you doing Si Siman?" He looked up rather sheepishly and explained he was merely searching for "Harvey". Now Si had been working pretty hard . . . eighteen to twenty hours a day during a heavy recording schedule . . . it was one a.m. Brother, would we have loved to have heard that explanation. (To clarify the outcome it's only fair to explain that Roseanne did get to see the rabbit and the last we heard it had almost become a household pet). "Harvey" had no more than a black eye. "All's well that ends well" . . . but, wasn't that where we came in?

Item No. 3: Jim Kendrick has a new bit of business he's using on his Yawn Patrol program (Mon. thru Sat., 5:00-45 a.m.) these days. Jim's asking his early morning listeners to let him know what they have for breakfast. He reports the response has been fine except that he usually winds up the morning with a ravenous appetite. For Jim the calories are O, K. but, somehow the appetite and the pocketbook don't match.

Item No. 4: Speaking of announcers . . . weren't we? (Apologies Jim . . . we're only kiddin'.) Merl Douglas had a group of our musicians entranced recently when he picked up a guitar, played a few cords and then went into a couple of fine songs. We didn't know he had these hidden talents. Some of his voice characterizations would knock you out. Maybe we can get him to demonstrate air-wise one of these days right soon. Would you like that?

Item No. 5: And speaking of talent. We (Continued on page SIXTEEN)
SCHEDULE FOR DECEMBER

WEEKDAYS AND SATURDAY

5:00 a.m.—Yawn Patrol
5:45 a.m.—Rev. Hitchcock
6:00 a.m.—Rise and Shine
6:30 a.m.—Farm Facts
6:45 a.m.—Jamboree
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.—Mystery Farm (S)
8:15 a.m.—Taystee Time
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.—Breakfast at Heer’s (S)
9:15 a.m.—Program Notes
9:20 a.m.—Musical Interlude
9:25 a.m.—Edward Arnold—ABC
9:30 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.—Sally Briggs (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.—Jack Berch—ABC
11:15 a.m.—Ozark Farm Hour
11:30 a.m.—College of Agriculture
11:35 a.m.—Ozark 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.—Metropolitan Opera—ABC (S)
1:15 p.m.—Ma Perkins
1:30 p.m.—Young Dr. Malone
1:45 p.m.—Judy and Jane
2:00 p.m.—Black’s Wax Works
2:15 p.m.—Victor H. Lindlahr—ABC
2:30 p.m.—Break the Bank—ABC
3:00 p.m.—Dr. Crane
3:15 p.m.—Jordanaires
3:30 p.m.—Haden Trio
3:45 p.m.—Jack Hunt
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.—Interlude

4:40 p.m.—Program Notes
4:45 p.m.—Bob Thornton Quartet
4:45 p.m.—Here’s to Veterans (S)
5:00 p.m.—Smiley Burnette (M-W-F)
5:00 p.m.—Eddie Arnold (T-Th)
5:00 p.m.—Serenade in Blue (S)
5:15 p.m.—Ozark Newsettes
5:30 p.m.—Children’s Hour
5:30 p.m.—Mo. Conservation Comm. (S)
5:45 p.m.—Southwest Serenade (M-W-F)
5:45 p.m.—Rhythm Rendezvous (T-Th)
5:45 p.m.—Christian Science (S)
6:00 p.m.—Newscast
6:15 p.m.—Sports Spotlight
6:30 p.m.—Lone Ranger—ABC (M-W-F)
6:30 p.m.—Silver Eagle—ABC (Th)
6:30 p.m.—Mr. Mercury—ABC (T)
6:30 p.m.—Space Patrol—ABC (S)

SUNDAY PROGRAMS

6:30 a.m.—Your Community Chapel
7:00 a.m.—Rev. Hitchcock
7:30 a.m.—Newscast
7:45 a.m.—Country Music Time
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.—Christian Brotherhood
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—Message of Israel—ABC
12:30 p.m.—Newscast
12:45 p.m.—Drury Quarter Hour
1:00 p.m.—Marines in Review—ABC
1:30 p.m.—Sunday Serenade—ABC
2:00 p.m.—Revival Time
2:30 p.m.—Billy Graham—ABC
3:00 p.m.—Old Fashion Revival Hour—ABC
4:00 p.m.—Concert of Europe—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.—Allen Jones Show
6:00 p.m.—Newscast
6:15 p.m.—Jordanaires
6:30 p.m.—The Great Adventure—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.—Proudly We Hail
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.—Medal of Honor
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.—Henry J. Taylor—ABC
7:15 p.m.—Music for Dancing
7:30 p.m.—To Be Advised—ABC
8:00 p.m.—Music Appreciation Hour
9:00 p.m.—Blue Barron Presents
9:15 p.m.—Airlane Melodies
9:30 p.m.—Time for Defense—ABC
10:00 p.m.—Newscast
10:15 p.m.—Sports Spotlight
10:30 p.m.—Labor Management—ABC
11:00 p.m.—News; Lamplight—ABC
11:55 p.m.—News—ABC

TUESDAY NIGHT
7:00 p.m.—Newstand Theatre—ABC
7:30 p.m.—Mark Trail—ABC
7:55 p.m.—Victor Borge—ABC
8:00 p.m.—America's Town Meeting—ABC
8:45 p.m.—Sing Time
9:00 p.m.—Blue Barron Presents
9:15 p.m.—Airlane Melodies
9:30 p.m.—Three-Quarter Time
9:45 p.m.—Slattery's Scrapbook
9:55 p.m.—Will Rogers—ABC
10:00 p.m.—Newscast
10:15 p.m.—Sports Spotlight
10:30 p.m.—Popular Orchestra—ABC
11:00 p.m.—News; Lamplight—ABC
11:55 p.m.—News—ABC

WEDNESDAY NIGHT
7:00 p.m.—Mystery Theatre—ABC
7:30 p.m.—The Top Guy—ABC
8:00 p.m.—Rogues Gallery—ABC
8:30 p.m.—Mr. President—ABC
9:00 p.m.—Blue Barron Presents
9:15 p.m.—Airlane Melodies
9:30 p.m.—Bob Crosby
9:45 p.m.—Let There Be Light
10:00 p.m.—Newscast
10:15 p.m.—Sports Spotlight
10:30 p.m.—Autumn Serenade—ABC
11:00 p.m.—News; Lamplight—ABC
11:55 p.m.—News—ABC

THURSDAY NIGHT
7:00 p.m.—Defense Attorney—ABC
7:30 p.m.—Mark Trail—ABC
7:55 p.m.—Victor Borge—ABC
8:00 p.m.—Original Amateur Hour—ABC
8:45 p.m.—Sing Time
9:00 p.m.—Blue Barron Presents
9:15 p.m.—Airlane Melodies
9:30 p.m.—Three-Quarter Time
9:45 p.m.—Slattery's Scrapbook
9:55 p.m.—Will Rogers—ABC
10:00 p.m.—Newscast
10:15 p.m.—Sports Spotlight
10:30 p.m.—Popular Orchestra—ABC
11:00 p.m.—News; Lamplight—ABC
11:55 p.m.—News—ABC

FRIDAY NIGHT
7:00 p.m.—Richard Diamond—ABC
7:30 p.m.—This Is Your FBI—ABC
8:00 p.m.—Ozie and Harriet—ABC
8:30 p.m.—Mr. District Attorney—ABC
8:55 p.m.—Champion Roll Call—ABC
9:00 p.m.—Fights—ABC
9:30 p.m.—Your Amer. Sports Page—ABC
10:15 p.m.—Sports Spotlight
10:30 p.m.—Popular Orchestra—ABC
11:00 p.m.—News; Lamplight—ABC
11:55 p.m.—News—ABC

SATURDAY NIGHT
7:00 p.m.—Dancing Party—ABC
7:30 p.m.—Mark Trail—ABC
7:55 p.m.—Victor Borge—ABC
8:00 p.m.—Visiting Time
8:30 p.m.—Hayloft Frolic
8:45 p.m.—Sing Time
9:00 p.m.—Blue Barron Presents
9:15 p.m.—Airlane Melodies
9:30 p.m.—Three-Quarter Time
9:45 p.m.—Nat'l Guard Show
10:00 p.m.—News
10:15 p.m.—Sports Spotlight
10:30 p.m.—Popular Orchestra—ABC
11:00 p.m.—News; Dance Band—ABC
11:55 p.m.—News—ABC

FALL BRINGS OPERA-CLASSICS TO KWTO

A yearly "air" visitor—always entertaining . . . extremely popular . . . and quite distinguished—THE METROPOLITAN OPERA returns to KWTO starting on December 1st. It will mark the 12th consecutive season of what has, by now, become an American institution and these Saturday matinees of the "MET" will again this year be sponsored by the Texas Company. For 18 consecutive Sat. afternoons listeners will enjoy the excitement of Carmen . . . the tenderness of Madam Butterfly . . . the humor of Die Fledermaus . . . the whole exciting repertoire of the Metropolitan Opera. As usual, entre-act entertainment will be provided with each broadcast with Milton Cross' clever commentary, Boris Goldovsky's popular Opera News Column of the Air, the stimulating Opera Quiz, and the ever-exiting interviews with music authorities and other celebrated guests. Broadcast time has been set starting at 1 p.m. each Sat.

KWTO has also instigated a full sixty-minute Monday evening program that will undoubtedly be greatly welcomed by lovers of the classics . . . THE MUSIC APPRECIATION HOUR. Created by the program department at the listeners request the broadcast will bring the classics of both the old masters and contemporary composers combined with gems from grand and light opera. Listen each Monday from 8:00 to 9:00 p.m.
had a brush fire out at our transmitting grounds a couple of weeks ago that could have caused a lot of damage. Thanks to the alertness of Wally Fender, the engineer on duty, word was given to us at the studios and a crew was dispatched to fight it before it got too much headway. Headed by the Skipperman Ralph Foster, our firefighters were made up of Joe Slattery, Si Siman and John Mahaffey and they had the situation well in hand in no time. The irony of it is (and this is where the talent comes in) . . . they tried to blame the origin of the blaze on Porter Wagoner and ME. Just about the time the fire started, Porter and I were singing our first duet on the air and 'tis claimed the duet and the tune were so HOT that it just naturally started things blazin'. Well . . . maybe we are that good. You can't deny genius.

Item No. 6: How do you like the sound of the new vibraphone man on our staff? We think he's pretty fine. Bill Frichette is the name and he's well known around Springfield. You may have heard him on the Horace Heidt show that emanated from the SMS Fieldhouse some two months ago. Bill plays excellent accordion too. You'll be hearing lots of his swell music on future shows.

Well, guess that will have to do it for now. I'm out of space and out of news. With the holiday season right upon us I'd like to close with a sincere wish that each of you have a most joyous Christmas and a wonderful New Year. Let's hope that '52 will see it possible for us to meet through the DIAL columns once again. 'Bye Now.

"I Woke Up Day Dreaming"

I woke up day dreaming of what tonight will bring.
A Christmas tree for you and me
The songs we love to sing.
I woke up day dreaming about a sweet surprise.
About the way the holiday
Lights candles in your eyes.
Again I know how children feel
When sleigh bells ring
And church bells peel
For youth comes back as stars unfold
The sweetest story ever told.
I woke up day dreaming that you'll be ever near.
To share with me the mystery
Of Christmas all the year.
—Leslie L. Kennon.
HEARTBEATS

(Continued from page TWELVE)

lasting impressions, the grooves cut in the sub-conscious brain of a child which would last forever. But I remember one thing. In my home town we had a great and grand woman who mothered every child there, for over fifty years. She would always have the little Christmas program. The singing of carols and the "speaking of pieces." And never did she slight a poor child. She brought that child right to the front and brought forth its talent—and if there was a child that did not have a dress or shoes good enough to appear, she went straight to the town's people and got either the loan of a dress or shoes or boy's coat or pants, or a gift of it outright—and she always gave the backward, poor child a front seat with bells on. Dear Sallie Porter. If there isn't a heaven there will have to be one created for Sallie Porter! It wouldn't be in the laws of human or divine justice that she should miss sitting at the righthand of her Father.

We had turkey, nearly always wild turkey. We had venison. We had fat hens and also squirrel pie on Christmas where there were no fat hens. And if you never ate a squirrel pie you've missed one of the luxuries of life. I told a man that, and he said "I never eat rats." Well, a squirrel isn't a rat any more than I am a Hottentot! Young fried squirrel is a dish for the gods.

We often fired anvils on Christmas just as we did on the Fourth of July. I don't know why. Out on the ridges there was always a Christmas dance but never in the little town. There was lots of mince pie. People seem to have forgotten mince pie. And there was peace—Thank God for that! Peace came drifting down like a homing pigeon and nobody had any fears of wars and nobody had any boys in Korea longing and dreaming and praying to get home. And nobody had any high taxes to support wars—and a man's word was as good as his bond—nearly every time.

Goodbye—and may all that is good come to you in the coming year. May your walls be strong to shut hate out and keep love in—and may God bless you. I guess I won't be seeing you any more in the Dial, "The Lord willin' and the creek don't rise." I'm afraid the creek has "riz" and is separating us. But remember that nothing can come between friends and I will love to hear from you.

With Love always, MAY

GUESS WHO!

Those who identified our last "Guess Who" appearing in the Nov. Dial as Editor, Bill Bailey (age 5), were certainly correct. (Identifying "pic" shows Bill today). Our first three correct answers received came from Mrs. B. W. Taylor, Carthage, Mo., Mrs. Laura Villines, Box 133, Green Forest, Ark., and Fletcher Barton, Granby, Mo. As this is the last Dial issue, these winners will receive the equivalent of a year's subscription in cash as their award.

Q. & A. on DIAL Close

Q. Exactly when will the Dial be discontinued?
A. This issue, December 1951, will be the last KWTO Dial printed.

Q. My subscription does not expire this year, but rather in 1952. Will I receive a refund?
A. Approximately the first of the year, (1952) refund checks will be sent to all subscribers whose subscriptions have not expired.

Q. Will we receive 10c for each remaining month on our subscription?
A. No. These checks will be based on the rate of 8 1/3 cents per issue. I.E. If your subscription expired in 8-52 (August, 1952), your refund check would be in the amount of 67c, 7-52—58c, 10-53—$1.83, etc.

Q. How will we know when our subscription expires?
A. The figure directly across from your name on the back of this Dial indicates the month and year in which your subscription expires.

Q. If we wish to order another item from your station such as: back issues, a Goodwill Family songbook, etc., could we do this rather than have a check sent us?
A. Since it would involve so much book work, we would rather you wait until the check is sent you, then if you wish, you may indorse it, and return it to us with your order, providing it is for the correct amount.
DEAR DIAL: . . . . . . . . . .

Q. Who sings with the Chuckwagon Gang? (Mrs. W. M. H., Neosho, Mo.)
A. As KWTO does not carry this program, we do not have record of who is currently with this particular act.

Q. Is Bill Bailey related to Ruben Bailey or Jasper Bailey? (O. M. Williams, Yellville, Ark.)
A. No, not to Bill's knowledge. Bill's father's people were from Ill.

Q. Where is Milt Dickey? (M. E., Seymour, Mo.)
A. KCMO, Kansas City, Mo.

Q. Where is Hollis Warren now? (Mrs. J. M., Osceola, Mo.)
A. Hollis is still here in Springfield. He is playing some for churches, etc., and is still HAPPY Hollis Warren.

Q. Could you let us know how many guesses come in on the "Guess Who?" contests? (R. and R. W., Eunice, Mo.)
A. It would be impossible to state the exact number of guesses that come in to KWTO, but we would be safe in saying that there are several thousand each month.

Q. How old is Porter Wagoner? (C. S., Grove Springs, Mo.)
A. Porter is 23.

Q. Is the new vibraphone player married? (V. J., Sarcoxie, Mo.)
A. No, Bill is not married. He is the son of Mr. and Mrs. L. E. Frichette, of 726 West Scott, Springfield, Mo.

Q. Are the Smiley Burnette Shows transcribed in Springfield at KWTO? (O. M., Mt. Grove, Mo.)
A. No. These shows, which are Radio-Ozark Productions, are transcribed in Hollywood, Calif. The crew will leave Springfield for Hollywood the 29th of January to cut a brand new series. Listen for them.

Q. Is KWTO still interested in the Burge Polio "Cottage" children? (P. G., Green Forest, Ark.)
A. Most certainly. The Cottage Supervisor, Ruth Wiley, reports 18 will be confined over Christmas. KWTO will have a Christmas party with gifts, candy and all, Saturday night, Dec. 22, for them.

Q. Since this is the last issue of the KWTO Dial, could you possibly print a complete birthday calendar of the current radio family? (G. B., Lamar, Mo.)
A. Your wish is our command. The calendar is as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
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<tbody>
<tr>
<td>Leonard Rader</td>
<td>January 24</td>
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<td>Vern Hawkins</td>
<td>January 28</td>
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<td>Catherine Boyle</td>
<td>January 31</td>
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<td>Raymond Keltner</td>
<td>February 1</td>
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<td>Edna Landt</td>
<td>February 3</td>
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<td>Helen Everett</td>
<td>February 4</td>
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<td>Bill Bailey</td>
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<td>Joe Slattery</td>
<td>February 7</td>
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<td>Floyd Sullivan</td>
<td>March 1</td>
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<td>Jerry Osborn</td>
<td>March 15</td>
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<td>Eddie Otrodovec</td>
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<td>Bill Frichette</td>
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<td>Norman Rude</td>
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<td>Gene Browning</td>
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<td>Sally Briggs</td>
<td>April 12</td>
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<td>Jim Kendrick</td>
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<td>R. D. Foster</td>
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<td>A. L. (Al) Stone</td>
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<td>Junior Haworth</td>
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<td>Bonnie Nunez</td>
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<td>Chuck Hesington</td>
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<td>Merl Douglas</td>
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<td>Paul Mitchell</td>
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<td>Patty Manes</td>
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<td>Selby S. Coffeen</td>
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<td>Les Kennon</td>
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<td>Slim Wilson</td>
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<td>Paul Glynn</td>
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<td>Aunt Martha Baty</td>
<td>July 21</td>
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<td>Wallis Fender</td>
<td>August 9</td>
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<td>Bob White</td>
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<td>Porter Wagoner</td>
<td>August 12</td>
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<td>Elizabeth Cole</td>
<td>August 24</td>
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<td>Buster Fellows</td>
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<td>Andy Lawrence</td>
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<td>Fritz Bauer</td>
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<td>Reuel Haymes</td>
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<td>George Rhodes</td>
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<td>Alta McElroy</td>
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<td>C. A. Johnson</td>
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<td>Jim Turner</td>
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<td>Dale Parker</td>
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<td>Loyd Evans</td>
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<td>Edna Boyle</td>
<td>October 5</td>
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<td>Lorraine Force</td>
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<td>Zed Tennis</td>
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<td>Jean Scherner</td>
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<td>Lee Stone</td>
<td>October 30</td>
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<td>Dave Estes</td>
<td>November 1</td>
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<td>John Mahaffey</td>
<td>November 6</td>
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<td>Bettie Low</td>
<td>November 10</td>
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<td>George Earle Wilson</td>
<td>November 18</td>
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<tr>
<td>Carolyn Hughes</td>
<td>December 5</td>
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</table>
This page which since the November 1950 issue has been devoted to one of the Dial's most popular features, "Family Portrait" this month becomes "Final Portrait". Pictured is KWTO's industrious and always likable Custodian, Orville Price. Orville has been a valued employee of the Station since 1946, and has more often than not been instrumental in seeing that the Dial was monthly off the press and in the mails to you subscribers. Above, Orville is shown as he removes the door sign of the Dial office of the KWTO Promotion Department. This office shortly after the first of the year will be headquarters for KWTO's Farm Service Department, headed by its newly appointed director, Loyd Evans. Orville Price, as usual, will be seeing that everything therein is kept in shipshape in order to serve you better.
BETTIE SAYS "BYE NOW"

Miss Bettie Low, who so efficiently has served as the Dial's Circulation Manager since July 1949, makes our final bows. The above attractive picture of "Bet" was taken in reflection by Cameraman, Reuel Haymes, in the Dial offices. Surrounding the mirrored likeness, you'll see the front covers of the twelve issues of the Dial published in 1951. If any subscriber would like to supplement their Dial collections by replacing lost copies, or obtain a complete back issue packet of these Dials, see the details given on page 17. Miss Bettie speaks for all of us when she says, "Bye now, you'll be hearin' from us at 560".