

The TOP

o' the mornin' to you



The
KWTO
DIAL

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

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 3-51 appear after your name on the address label at the top of page 20, your subscription expires with this issue.

EDITOR'S COLUMN

COOPERATION
APPRECIATED

To comment that the conditions existing have created a problem in this business of "just living" would be, as the man said, "merely bumping ones gums together". What housewife hasn't found that the increase in living costs means cutting corners in order to make ends meet and what man with responsibilities hasn't had to scratch a little harder in order to come out of the big end of the horn? Yes . . . the changing world's economy does make a difference and al-

though the problems created are no greater nor much changed from many we've met before we do have to perk up and watch our "P's" and "Q's" or otherwise even the smallest problem can grow until it's a "bug-a-boo" almost too large to cope with. To our way of thinking the answer to the whole problem can be found in two things . . . ALERTNESS and COOPERATION.

This month we're seeking YOUR CO-
(Continued on page SIXTEEN)



Traffic Supervisor and Prog. Sec. Genie Cain and Ass't Prog. Dir. Joe Slattery

CHICAGO SUN TRIBUNE

Jan. 28, 1951

Part 7—Page 4—Sec. 2

Editor's Note:—This article is re-printed here with full permission of the publishers. Greatful acknowledgment is made to both the Chicago Tribune and to Marge Lyons the article's author.

Fresh from the Hills

By Marge of Sunrise Mountain Farm

EUREKA SPRINGS, Ark. (Special)—If you were planning a church supper, would you call up your favorite radio station and ask it to announce the event, giving time, prices, and maybe just a short history of your particular group? Down here in the Ozarks that is just what we do.

If we are planning anything from a canasta benefit party to a Barefoot Ball, we just pick up the telephone, call Station KWTO at Springfield, Mo., 100 miles away, and blithely ask them to announce it two to three times. What do you mean, what do we pay? That is just hill friendship. As a matter of fact, the radio station now puts on a whole program each day, just to let the neighbors know what is going on. It announces benefit parties, births, birthday celebrations, anniversary parties and funerals, not of important people like a gossip column, but of folk like ourselves.

The call letters of this station stands for the slogan: Keep Watching The Ozarks, but no one watches this region more closely than the station itself. It fits the hill country like a shuck fits an ear of corn, and there is no hidden joke in that comparison, believe me.

* * *

The station has 75 employees, which makes it a big one, in these parts, and both offices and studios are smartly done. The performers may wear blue jeans and shirt tails, but there is no slap stick comedy or horse play among them. From President Ralph Foster DOWN, or should I say UP, these are busy people with jobs in which they take pride. The atmosphere is pleasantly informal; the door to Mr. Foster's office always stands open for anyone with a gripe

or an idea, and the broadcasts may be full of ad libbing, but a lot of business gets done, and the programs have split second timing.

On this station, the programs begin early, for the listeners are early risers. And none of this platter stuff. That may come later when the station joins the net work, but the morning hours belong to the hills. At 5:45 a. m. we hear a morning prayer and Bible lesson from the radio pastor, the Rev. Mr. Hitchcock, who rates a microphone in his own home. The pastor had a trip through the Holy Land last year and now he combines Bible stories and travelog so deftly that the clank of milk bottles on the front porch becomes a startling anachronism.

* * *

I like to think of the other broadcasters at the studio as the Rev. Mr. Hitchcock's voice booms out, for I have been a pre-dawn visitor there. Junior Haden, in jeans and leather jacket, prob-

ably is sitting on the floor of the reception hall, reading the morning paper and drinking coffee from a milk bottle. He looks up to give a casual "Hi" to his sister Mary, brother Jimmie, and dad Carl Sr., who will be with him on a program at 6:30 a. m. Others come in, Jim Turner, engineer, whose twin brother is on another local station. Chuck Hesington, announcer, and the performers, Slim Wilson, Derrel Friend, Thelma and Lonnie Robertson, Doc Martin, and others.

No one seems hurried or worried, and music is selected a minute before the singer goes on the air. Numbers are not cleared, apparently. No one cares about repetition. When a program is finished, the performers

(Continued on page FOUR)



Marge Lyons

Fresh from the Hills

(Continued from page THREE)

stick around, to join in other groups later, or to pinch hit if someone does not show up. The voices are good, but even popular torch songs sound like folk music. Such songs as "Tennessee Waltz" and "I'll Be Back But I Don't Know When" are put across as seriously as hymns. Git-tars and banjos are played in the way I have heard them played deep in the hills. Even the speaking voices have familiar hill accents, but there is no attempt, thank heaven, to go "hillbilly." Most of the station employes, including the broadcasters, own their own homes in Springfield.

The lack of rehearsals bothers neither performers nor audience. If a group bogs down on an "instrumental piece" the leader will say: "Let's try it again in the key of G. Goin' to be pretty good when we get it rehearsed." A singer who chuckled through the sentimental "Little Boy of Mine," explained: "Got to thinking of that little boy of mine. Got him some blue jeans yesterday and they had to be 36 inches long." Friendly stuff, and smart, too, for everyone of his listeners knows Johnny Long Legs. The explanation was one of the studio rules. President Foster has ruled that all those laquhs behind the microphone must be explained to the audience. Perhaps that is why we who are perking coffee or mixing pancake batter feel close to the studio.

Often the commercials are as entertaining as the programs. Rat killers, chicken feed, lumber, vitamins and rayon nightgowns get mixed together. Sometimes the sponsor is buying instead of selling. Carl Haden Sr., a pitchman who gets amazing response, has

one sponsor who wants stave bolts (sometimes used for barrels) of burr oak, white oak or chinquapin timber. Another sponsor puts on farm auctions. Occasionally a sponsor sends a recorded commercial, done by a famous eastern announcer. On a coast to coast program, we would think it all right, but in the midst of these familiar hill voices, it brings an instinctive bristling: "A stranger! Watch him."

Outside, the darkness gives away to a blue and rose winter dawn and about the time the sun is glinting on the red barn across the valley, we get the first newscast of the day. Red haired Joe Slattery's pleasant voice gives equal emphasis to a battle in Korea and an accident out at the highway junction. This too is good policy, for in each case, we listen breathlessly for familiar names. After the news there is time for the dishes and a quick flick of the dust rag before the weather report is given by C. C. Williford. Even if we had to miss the news we are right there for the weather report, for news is happening to others, but the weather is our own personal affair. If someone phones while we are listening, it is quite polite to say: "Let me call you back." Of course on many days Mr. Williford is wrong about the weather in our town, for the mountains often deflect threatened storms, but his added comments about birds, fish, flowers and rainbows are always interesting. In fact, we think of nature as Mr. Williford's special field and he is invited to every shindig in the hills.

Maybe these programs seem better because they are all mixed up with the homey fragrance of bacon and coffee and the taste of sorghum and hot biscuits. Or maybe our breakfasts taste better because we are in touch with good friends.

HADEN FAMILY TO MAKE CHICAGO-TV BD'G.

At about the same time this issue of the Dial is on it's way to your house KWTO's Happy Haden Family will be on their way toward the "Windy City" of Chicago. As one of radio's oldest and most successful family acts the Hadens were invited to appear on ABC's, "DON McNEILL'S TV-CLUB" broadcast, Wednesday night, March the 7th. Of course, the invitation was promptly accepted and Uncle Carl, Mary Jane, Junior, Mary Elizabeth, Jimmy, Charlie, Sharon Kay, Tommy and "Doc" Martin leave Springfield about 1:50 Tuesday, March 6th, arriving in Chicago around 2 o'clock in the afternoon. Instruction and rehearsals for the show the following night will occupy most of their time during the afternoon and

evening of the 6th, but, plans call for them to be up bright and early the following morning for an appearance on the ABC-AM broadcast of the "BREAKFAST CLUB" with Don and all the Gang. As TV still does not enjoy good general reception throughout the Ozarks we are naturally glad the AM appearance could be arranged in order that we folks here at home can enjoy the show and bask in a bit of reflected glory. The DON McNEILL TV SHOW is broadcast over 59 stations and broadcast time is from 8 until 9 p.m. The date of both the AM and TV shows on which the Hadens are scheduled to take part is Wednesday, March 7th. Hope many of you are able to pick them up.

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



The month of February saw a new voice added to the KWTO announcing staff and although you've already met it's owner "by air" we'd like you to know him a bit better. May we introduce **Everett W. Baty, Jr.**? Everett is a native of Springfield, a graduate of Springfield High School, class of '39. is married and 29 years old. The Batys have a delightful little daughter called **Terry Lynne**, age 3½. **Mrs. Baty, Jr.**, is the former **Allene Rountree** of Springfield and she and Everett were married in 1941 while he was in training with the Air Force during World War II. Everett spent 5 years with Uncle Sam (27 months in Africa and Italy) as First Lieut.—Intelligence (Air Force-Ground Forces). After completing his schooling here in Springfield Everett attended the Baptist Bible Seminary in Fort Worth, Texas, and upon graduation was ordained in the ministry. He served a year of active pastorate with the Baptist Church at Jackson, Mo., and in addition to entering radio he intends to continue ministerial work. Everett had some previous broadcasting experience with Station KWBC in Fort Worth while he was attending school so, he is no stranger to the microphone. Currently he has been assigned to the late afternoon and evening announcing "trick" and if you tune in you'll catch his most pleasant voice. He's mighty anxious to please you with his work and you can take our word for it, he is a very nice fellow. Welcome Everett!

Another newcomer to KWTO is pictured below. With **Miss Bettie Lowe**, Dial Circulation Mgr., you'll see **Mrs. Billie June Durham**. Billie is our new Mail Room Clerk and Ass't in the Dial Dept. The Durhams only recently came to the Ozarks. Mr. Durham, with the Frisco, was transferred from Sherman, Texas, to the Springfield Division and of course brought his wife Billie and their young daughter, **Diane**, aged 6, with him. We're mighty glad he did for Mrs. Durham is proving a most efficient employee and a very pleasant co-worker. She'll be handling all the mail you send our way and you can rest assured it will receive the best of attention. Glad to have you with us **Billie June**.

Incidentally, **Billie June Durham** replaces **Edna Boyle** as KWTO's Mail Clerk and it is with regret that we report **Edna** was forced to leave us when poor health demanded an operation and a rest from such strenuous work as the mail department quite often demands. **Mrs. Boyle** is now in St. Johns Hospital here in Springfield, surgery completed and doing as well as could be expected at this time. She'd be most happy to hear from any of you. We're hoping someday to have her back with us for she is another one of those folks that's it's always nice to have around. Take it easy **Edna** and hurry and get well.

Received a nice letter from our good friend **Don Dailey** dated Feb. 25th. **Don** is now answering all calls addressed to Pvt. Donald

(Continued on page SIX)



INSIDE STUDIO

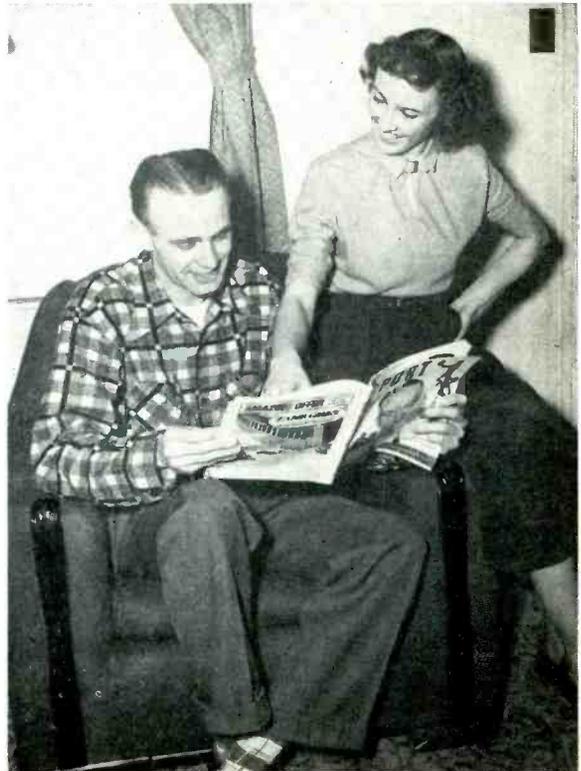
(Continued from page FIVE)

C. Dailey and if you'd like to drop him a line you'll have to add the following: — AF 18936 7487, Flight 828, Sqdn. 3713, Lackland AFB, San Antonio, Texas. He reports the physical training he's receiving is very good to take off announcers "spread" and (knowing a little of what he speaks) we're here to assure you he's not "spreading" it on. After a month at Lackland Don has spent twenty days in a tent, caught his share of K.P. and guard duty, rolled out at 4 a.m., turned in at 8 p.m. and in general learned it takes a pretty good man to qualify for Uncle Sam's Air Force. We're kinda' proud of Don however, he passed his entrance exams for OCS before the Air Force Candidate Board, Albuquerque, New Mexico with a 292 out of a possible 300, (one of the highest composite scores ever made there). Prospects now are for him to enter OCS with the April class and after 6 months he'll come out a "2nd Louie" and then into public information work which is his choice. As a KWTO-Alumnus, there was never any question in our mind. Donald. Let us hear from you whenever possible, fella' . . . and good luck.

Proving that we're good as our word AND that **Sportscaster Vern Hawkins** IS starting off his married life as "boss of the household" here's the picture of the new bride and groom which Verne promised us last month. Meet Mr. and Mrs. **Vern Hawkins**. Mildred's interest in Vern's Sports Magazine is further proof that she's making him a dandy helpmate. Don't you agree that the new Mrs. Hawkins is just as charming as we said? The happy couple, after a brief honeymoon in Eureka Springs, returned to a lovely apartment on West Grand here in Springfield where they'll make their home. Vern is again busily engaged in keeping us up to date on all that's new in "the world of sport" and Mildred is just as busy seeing that "her man" has three good "squares" a day. Happiness to you, kids.

One of the most welcome sights around the studios these days is our old friend Selby Coffeen, hobbling around on a pair of crutches, with his usual big smile and, as always, cooperative enthusiasm for all that goes on. Of course, we'd much rather see him without those "walking-sticks" but, to have him up and around and well on the

road to recovery is the main thing. As most of you know Selby was taken ill last Dec. 7th, entering Springfield Baptist Hospital on Dec. 16th, with what was diagnosed as "guillan-barrie". This type of illness is closely related to polio and sleeping sickness and for most of seven weeks Selby was flat on his back putting up a brave fight to regain the use of his limbs. He was released from the hospital Feb. 3rd and is now gaining back a few of the 35 pounds he lost. From the 142 pounds he weighed when stricken he went down to 105 pounds but is now back up to 115 and the doctors say his ravenous appetite is now adding to his strength daily so he's not worrying so much about how he tips the scales. He's able to even get around a bit without the aid of the crutches, is taking it easy and enjoying being able to be back with the gang here at the station. It wasn't all bad luck for Selby during the past few months for on February the 13th Mrs. Coffeen presented him with a brand new baby daughter. The second daughter in the Coffeen household was named Jacqueline Ann and she really is a dandy. Selby says she and her old sister Donna Gene are just as different as night and day but they look well to be swell playmates in the years to come. We'll



have a picture of the newcomer and the whole Coffeen family for you right soon. It's sure good to have you back, Selby.

Friday, Feb. 23rd found the radio family reluctantly saying goodbye to the stations charming receptionists and PBX Operator, Miss Myrtie Dean Lytle. Myrtie left us to go to Wichita, Kansas, where she will be employed in defense work and was working her last day at the switchboard. Her pleasing personality and sweet voice won her many friends during her nearly three years with KWTO and we'll be missing her a

great deal. Below: Photographer Reuel Haymes caught Elizabeth Cole, Jean Scherner, Edna Boyle and Ruth Sherwood bidding Myrtie Dean farewell and the best of luck. In all fairness to ourselves we think we should explain that the big smile on Myrtie's face isn't in the joy of leaving. She had just received one of the most beautiful orchids we've ever seen. (P. S.—It came from a very special fellow now in the service of his Uncle Sam—Myrtie . . . are you sure it's defense work that brings about this change?) Good luck, Myrtie Dean. Let us hear from you.



COVER STORY

ST. "PATS" PERSONAL EMISSARY EXTENDS THE DAY'S GREETINGS

"Faith and bejabers, ye' didn't think an Irish lad the likes of me would be lettin' a St. "Pats" day go by without wishin' ye' all a top of the mornin', now did ye'?"

And we ask you . . . who could deliver such a speech with more authority than our cover boy, little "Mickey" Martin? To mistake those twinkling eyes and that freckled grin for anything but "a bit of the old sod" would be pretty hard. "Mickey" is, in reality, 8-year-old Lee Allen Martin, son of Ulyan ("Doc") and Merle Martin. You need no introduction to Dad "Doc", and you've met charming Mrs. Martin through previous issues of the Dial. We had to do a little research to uncover that name "Lee Allen" for, as far as this bit of old Erin is con-

cerned, it's plain "Mickey" to folks, friends, teachers and all fellow travelers. The name was most likely well chosen . . . there's a little of the "old mick" in just about all he does. All boy and a yard wide, young Lee Allen attends Bowerman School here in Springfield. Incidentally, that's a real "Irish Copper's" uniform "Mickey" has on . . . one of "Springfield's Finest". We want to thank Officer Bill Hall and Capt. Norman of the Springfield Police Force for their kindness. Besides making a mighty cute picture possible it thrilled an all-American boy to the tips of his toes. Well . . . may the good Saint Patrick bless ye' and may ye' be wearin' the green for many a St. "Pats" day to come.

LOOKIN' AT YOU

BY FLOYD SULLIVAN

During the month of March, it would seem that the zoo is passing in review, if we take account of some of the adages that are associated with it.

For example;

If March comes in like a lion, it will go out like a lamb. He who was born in this month is as wild as a March hare. When March winds howl, wolves answer it and hunt in packs. Jack rabbits can run faster during March than at any other time of the year.

* * *

The soothsayer warned Julius Caesar to beware of the Ides of March, but the Internal Revenue Department already has warned Americans to beware of March Fifteenth.

* * *

The waitress who dares serve Joe Slattery orange juice with his breakfast on St. Patrick's morn need not look under the plate for a tip.

* * *

My grandfather left Ireland to get away from British influence. Had he lived until now, he probably would be heading back to ol' County Clare for the same reason.

* * *

In Erin, according to tales I heard from my grandfather, travelers stopped at any spot along the road, where some friend or neighbor had met a tragic death, said a prayer for repose of the departed soul and placed a small stone at the side of the trail. As a result, along the roads of old Ireland it was not unusual to find a large heap of stones and perhaps a crudely fashioned cross. Of course, such a sentimental custom could not be followed in motorized America, because our highways soon would be shut in by stone walls on either side, giving gas-drunk motorists additional hazards to crash into.

* * *

The Never Silent Partner is the proud owner of a whole shamrock plant which once grew in the native soil of her Irish ancestors. It is pressed between the pages of a book—now yellow with age—a gift of her uncle—the late John O'Hearn, who gave Cabool, Missouri, its first Catholic church.

* * *

The "little people," who have so much to do with guiding you down good roads or bad, are your own brain children. So, if you think no evil, good fairies will guide you along the uncertain and rugged journey of life.

PORTSIDE PATTER

BY GEORGE EARLE

A Merry March to all of you, friends! Speaking of March, my little boy's teacher asked him the other day, "What comes in like a lion and goes out like a lamb?" He replied, "Daddy"! Doggone, he's too observing.

Well, I've been doing a little observing—and listening—around the KWTO studios. Some of the boys were talking about Frank Sinatra and how the women swooned over his singing. Zedric Tennis said, "Aw, shucks, when I sing, women scream, too . . . I use mice!"

In the next studio Junior Haworth was overheard saying, ". . . well, I like to spend money, but I don't have any other extravagances." Dale Parker dryly remarked that his next job was going to be as an elevator man . . . in a one-story building! Doc Martin said, "Some people love to go to the movies—others go to the movies to love."

I found Slim Wilson stretched out on the lounge in the program office with his head in Lou Black's ink well and his feet in Joe Slattery's paper basket. He was musing about how hard it used to be for a girl to get a husband. "Why," he said, "I once knew a girl down at Nixie who had to work like a horse to get a groom!" Al Stone walked in wearing a turtleneck sweater, and Joe was wearing a fancy slip-over sweater. They argued about what kind of a sweater was most popular with men. Slim settled the argument. He said, "One with a girl in it."

Lou asked the boys if they'd heard Dale Parker's latest pun—the Cherokee Hitchhiker song, "Indian Thumber."

Genie Cain, program department secretary then appeared. She was thirty minutes late. Joe reminded her she was late for work and she countered with: "Well, Mr. Slattery, if you'll notice, whenever I get to work late I always make up for it by leaving early."

Boy White stuck his head in the door and chirped, "Early to bed, early to rise, and your girl goes out with other guys!"

I dropped down stairs and slipped back to Si Siman's office and caught him saying over the phone, "Well, you know, money isn't everything. Confederate money, that is!" Si's favorite song is, "I Wish I Had A Paper Doll-ar."

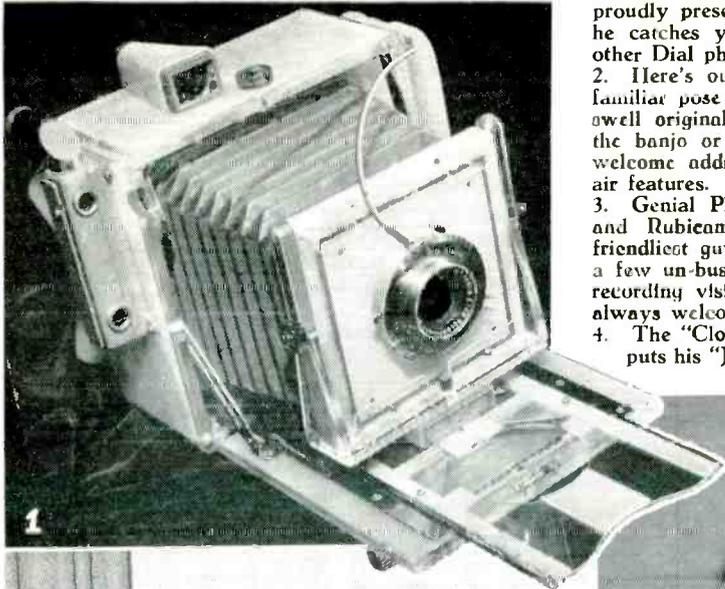
Then John Mahaffey came in. He's about the only eligible bachelor at KWTO. Turns down three or four marriage proposals a week. John plopped into his chair, sighed

(Continued on page TWELVE)

CANDID CAMERA

Present

PANORAMA "PICS"



1. Staff Photographer, Reuel Haymes proudly presents the camera with which he catches your Panorama "Pic's" and other Dial photos.
2. Here's our friend Dale Parker in a familiar pose with the old banjo. Dale's swell original music and his tickling of the banjo or guitar strings make him a welcome addition to many of KWTO's air features.
3. Genial Phil Bowman of the Young and Rubicam Adv. Agency and "the friendliest guy in Texas" Bill Ring pose a few un-busy moments during a recent recording visit to Springfield. They are always welcome visitors at KWTO.
4. The "Clown Prince" Smiley Burnette puts his "John Henry" on a Radiozark

- Contract for the transcribing of the new "Smiley Burnette" series. "Si" Siman, Radiozark Mgr., and Producer, Shorty Thompson look on with pleasure and anticipation to one of radio's outstanding shows.
5. Here's our promised picture of a happy bride and groom . . . Mr. and Mrs. Howard Lee Arthur. The picture was taken just after the wedding ceremony, Thursday evening, Feb. 1st. The Arthur's are now at home in Tyler, Texas.
6. "Handyman" Hecington. He was just too busy repairing Aunt Martha's dining room table when Reuel caught this "pic". "Chuck" is a handy fellow to have around.
7. Four talented fellows who are the backbone of the greater portion of KWTO's locally originated shows: Bob White; "Doc" Martin; Zed Tennis and Junior Haworth.
8. Here's a new "pic" of the talented Haden Telo for you. Their 2:15 p.m. Pillsbury visit and 6:30 a.m. Tues. and Thurs. visits for the Ind. State Mill make mighty good listening. Left to right: Mary Elizabeth, Junior and Jimmy.



CROSSWORD PUZZLE

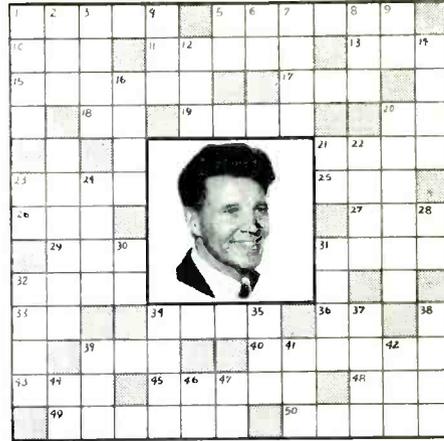
By Joe Slattery

ACROSS

- 1. 5. Pictured ABC star.
- 10. Sheep run.
- 11. It brings KWTO into your home.
- 13. Republic of Korea (abbr.).
- 15. Famous dress designer.
- 17. Contest.
- 18. Gold (heraldry).
- 19. Native of Denmark.
- 20. Plural pronoun.
- 21. To jump.
- 23. Containers.
- 25. Town in Scotland.
- 26. Consumed.
- 27. Compass point.
- 29. Self.
- 31. Second-hand.
- 32. Irish.
- 33. In like manner.
- 34. Flower.
- 36. Preposition.
- 39. Shoshonean Indian.
- 40. To drape.
- 43. Affirmative.
- 44. Simple marine plants.
- 47. Scottish cap.
- 48. Town in Missouri.
- 49. Blemishes.

DOWN

- 1. Pertaining to the mouth.
- 2. ——— Tennis.
- 3. Naught.
- 4. Age.
- 5. Notre Dame (abbr.).
- 6. That is (abbr. backwards).
- 7. Affection.
- 8. Native metal.
- 9. Negative.



- 12. Conjunction.
- 14. Retain.
- 16. Flags.
- 20. Put on guard.
- 21. Louisiana (abbr.).
- 22. Orbs of sight.
- 23. Yes (German).
- 24. Regulations (abbr.).
- 28. Man's name.
- 30. Old English (abbr.).
- 31. To.
- 32. Not hard.
- 34. Genuine.
- 35. Economic Cooperation Administration (abbr.).
- 37. Man's name.
- 38. Edges of garments.
- 39. United States Institute (abbr.).
- 41. ——— Kennon.
- 42. Head covering.
- 44. Printer's measure.
- 45. Article (French).
- 46. Great (abbr.).

PORTSIDE PATTERN

(Continued from page EIGHT)

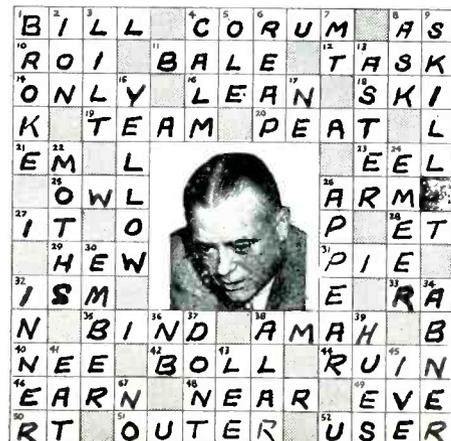
and said, "Doggoned if I don't believe the average girl's ambition is to make some man a good husband!"

Bill Bailey walked in next, sporting a brand new tweed suit that must have cost plenty. He said, "Clothes used to make the man—now they break him!" How true. Si felt the cloth and observed, "That must have been something Sears made when Roebuck wasn't looking." John added, "That's all right, Bill; I think it's a nice suit even if they didn't have it in your size."

So I say, a fellow could pick up enough to write a book just snooping around KWTO!

Ours is the only staff bearing the Bug-house Seal of Approval.

★ FEBRUARY CROSSWORD PUZZLE



"FAIR AND WARMER" . . . COLUMN OF COMMENT BY C. C. WILLIFORD

**"March like a blustering lad in back
With lovely tumult on the hills
And now of sweets there is no lack . . .
It is the time of daffodils."**

Ah! sweet spring, and as the months are divided into the four seasons, March 1st is the first day of calendar spring while the Vernal Equinox does not arrive until March 21st. So no matter just how you want to figure the official arrival of spring it will be during the month of March.

March will bring this year at least two other important events on the calendar — St. Patrick's Day on the 17th and Easter Sunday this year will come on March 25th.

St. Patrick's Day is regarded as an important holiday in all parts of the world to the Irish or those of Irish descent. Strangely enough March 17 is neither the anniversary of the birth of this famous Christian Saint, nor the anniversary of his death. In reality it is the feast day of the patron saint of Ireland. According to legend St. Patrick was born on the 8th or 9th of March about the year 389 A. D. and his family and friends are not certain whether it was on the 8th or 9th. In the year 1836, Samuel Lover, an Irish novelist put the legend in verse and told how a priest settled the dispute. The poem tells of how the child arrived about midnight of March 8th, or between midnight and morning;—

**"Some blamed the baby and some blamed the clock—
Till with all their questions sure no one could know
If the child was too fast or the clock was too slow."**

In fact, goes the legend according to the poem, the argument was so ardent that some fought for the eighth while others were just as certain it was on the ninth. "And who wouldn't see right, sure they blackened his eye!" But in order that the argument would not end in fisticuffs, good Father Mulcahy settled the matter by suggesting that they combine eight and nine and thus arrive at seventeen. "Let that be his birthday as he was really worthy of any two saints"—then after it was settled on the 17th "They all celebrated—which completed their bliss, and we keep up the practice from that day to this." But no matter just how March the 17th was arrived at as St. Patrick's Day



C. C. Williford

he was undoubtedly a wonderful man. He referred to himself as a Roman, his father being a Roman Official in Britain. When sixteen he was captured by pirates and kept in slavery for six years among the people whom he later converted to Christianity. It is believed that he died in Ireland in 461 A. D. His grave is in Ulster.

On Sunday, March 25th, comes Easter this year, within three days of just as early as this Queen of all Christian Festivals can come. Easter is a movable festival and cannot come earlier than March 22 or later than April 25th. For all purposes we can say that Easter Sunday is always the first Sunday, following the first full moon that occurs on or after March 21st (The Vernal Equinox). This year the March moon becomes full on the 23rd of March, Friday, and the first Sunday following then is Sunday March 25th which is Easter Sunday. No living person today ever saw Easter come as early as March 22 for the last time such happened was in the year 1818 and no one living today will ever see it that early for it won't happen again until after the turn of another century several years so why worry about it. Starting next year, 1952 Easter Sunday will come during April until the year 1959 when it comes on March 29th.

In spite of numerous beliefs that Easter always brings a cold snap, such is not the case and it has no relation whatever to the weather or early or late spring. It marks the end of the Holy Week preceding it and commemorates the resurrection of Christ. It is also the end of Lent.

As it marks the resurrection of the Prince of Peace, everyone's prayer this year should be that the day will mark the beginning of the dawn of Peace on Earth.

INQUIRING REPORTER

Bettie Low: Do you believe in the luck of the Irish?

John Mahaffey: Even though I'm Irish, confidentially, I believe it is just more or less tradition since such symbols as the four-leaf clover, the shramrock, and the Blarney stone have always been associated with the Irish. I don't think we're any luckier than anyone else.

Floyd "Sully" Sullivan: I sure do! The very fact that I'm still here is proof enough. Otherwise, I would have been in somebody's cemetery long ago.

Joe Slattery: Certainly! I'm surprised you would ask me a question like that.

HILLBILLY HEARTBEATS . . .

BY MAY KENNEDY McCORD
"QUEEN OF THE OZARKS"

Hello, Friends!

Here I am again, and with me comes March and the wild winds and all the early garden planting and maybe too, some snow and slush and cold days. I hope not. Did you know that someone writes me that he has already seen the first robin? And that settles it—spring is just around the corner.

Springs come on forever and forever. And always to me they are the most amazing things in the world, just as if a spring had never come before. When I was a little kid, the first thing my brother and sister and I would look for was the first little lemon colored rose. Some bright morning, one would pop out on the bush. Doesn't anyone ever have, any more, that big thorny bush with the little lemon yellow roses? Every yard had one in my childhood.

Our Mary Elizabeth Mahnkey wrote about the Blush Rose. Such a lovely thing. Do you remember the old pin blush rose?

**"I have planted roses all over the yard,
Rose of high degree,
But the plain old fashioned blush rose
Is all that will bloom for me.
I linger a moment in passing
As if at a sacred shrine,
For Oh, how sweetly blossomed that rose
Near that dear old home of mine!"**

Yes, that same old Blush Rose blossomed for me in my childhood and was loved and tended by my sister who was lost to us in her loveliness at the age of eighteen. When she was a little thing she would run out to see that first pink bloom and rush back and say, with her eyes big—"It 'fumes my nose!"

I can see it now on the terrace where my father kept it tended and where it lived for perhaps thirty years and finally died under the hands of careless keepers. An old, old rose, and one of the commonest of kinds. Often it was scraggly and worm eaten at the heart, but oh, it had a heart!

You know there are some hearts that all the worms and all the tears of pent up years cannot eat away. It was so gratefully and faithfully pink, and it smelled sweeter than any cultivated rose in an exotic garden will ever smell. It knew nothing of fine care, spraying, manuring, worming and watering. It covered neglected graves and tried to make an oasis of little warped shan-



May McCord

ties with bare yards. It leaned into the window, and it came next in the spring to the thorny yellow rose.

It seemed to me this happened for an eternity of springs and yet it was so short—my childhood.

In Mrs. Mahnkey's poems she says:

**"The night I read 'Lena Rivers'
Comes back in a mist of pain,
A summer night, rich with romance,
A summer night sweet with rain.
The old Blush Rose at the window
Leaned in to lighten the gloom,
And always that sweet old story
Comes back in its faint perfume."**

Do you older ones remember reading Lena Rivers and East Lynne and Jane Eyre and the love stories of August J. Evans? Sweet and simple, wholesome and innocent. I often wish that novelists had not "evolved" and that we had stopped right there with that sort of love story . . . Can any of the sophisticated, neurotic, sexy, crack-pot stuff we read nowadays ever bring the sweet soft winds into our hearts as did those old impossible love stories? I can see myself now, eyes wide, perched up on the pillow, interest tense, living the whole thing through far into the night and sometimes morning. It was an unheard of thing in those days, to read until midnight, and as I heard mother's foot on the stair, I blew the lamp out with a quick puff and all was dark! But she got on to that racket. She got to feeling the chimney and that told the tale!

Some things will live forever, won't they? And some things are not "maudlin" as they tell us . . . they are as fundamental and beautiful and true as the living truth written on the rocks.

Now before I close I want to tell you something. So many, through the years, write to ask me where to get those old McGuffey Readers and the old Blue Back Speller. You can get them in the same bindings and with the same pictures and text of those used in the schools from 1879 to the early 1900's. Leading educators today regard the McGuffey Readers as the most influential set of books ever published. You need them in your library for the generations to follow. The address is—Midwest Book Company, 302 Sixth St., Marietta, Ohio. They are not expensive at all and are the originals. Write them for prices.

Goodbye—and I'll see you again—and it will really be spring with showers and smiles . . .

All my love—

MAY

SCHEDULE FOR MARCH

WHAT'S GOING
ON AT KYTO?



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.—Down Home Folks
 6:30 a. m.—Farm Facts (M-W-F-S)
 6:30 a. m.—Haden Trio (T-Th)
 6:45 a. m.—Down Home Folks
 7:00 a. m.—Goodwill Family
 7:15 a. m.—Slim Wilson
 7:30 a. m.—Newscast
 7:45 a. m.—Prairie Playboys
 7:45 a. m.—Buckaroos (S)
 8:00 a. m.—Johnnie Lee Willis
 8:00 a. m.—Prairie Playboys (S)
 8:15 a. m.—Haden Trio
 8:15 a. m.—Derrel Friend (S)
 8:25 a. m.—Weatherman Williford
 8:30 a. m.—Breakfast Club—ABC
 8:30 a. m.—Jordanaires (S)
 8:45 a. m.—Rev. Hitchcock (S)
 9:00 a. m.—Freddie Martin Orchestra
 9:00 a. m.—Breakfast at Keller's (S)
 9:15 a. m.—Musical Interlude
 9:20 a. m.—Song of the Day
 9:25 a. m.—Betty Crocker—ABC
 9:30 a. m.—Future Farmers of America (S)
 9:45 a. m.—Newscast
 10:00 a. m.—Saddle Rockin' Rhythm (M-W-F)
 10:00 a. m.—Betty Abbott (T-Th)
 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
 11:30 a. m.—College of Agriculture
 11:35 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 a. m.—Man on the Street
 1:00 p. m.—Victor Lindlahr—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.—Haden Trio

2:30 p. m.—Korn Kobblers
 2:45 p. m.—Jim White
 3:00 p. m.—Johnny Olsen Show—ABC
 3:15 p. m.—Hour of Evangelism
 3:30 p. m.—Goodwill Family
 3:45 p. m.—Derrel Friend
 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.—Jimmy Allen
 4:45 p. m.—Here's to Vets (S)
 5:00 p. m.—Jordanaires
 5:00 p. m.—Sen. Kem (S)
 5:15 p. m.—Ozark Newsettes
 5:30 p. m.—Smiley Burnette (M-W-F)
 5:30 p. m.—Meet the Band (T-Th)
 5:30 p. m.—Harry Wismer—ABC (S)
 5:45 p. m.—Jack Tucker (M-W-F)
 5:45 p. m.—Christian Science (S)
 6:00 p. m.—Newscast
 6:15 p. m.—Sports Spotlight
 6:25 p. m.—Edwin C. Hill (M-W-F)—ABC
 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.—Buzz Adlam—ABC

SUNDAY PROGRAMS

6:30 a. m.—Presbyterian Hour
 7:00 a. m.—Rev. Hitchcock
 7:30 a. m.—Newscast
 7:45 a. m.—Jelly Elliott's Knotheads
 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.—Hour of Faith—ABC
 11:00 a. m.—Excursions in Science
 11:15 a. m.—First Baptist Church
 12:00 noon—Public Service Program
 12:30 a. m.—Newscast
 12:45 a. m.—Drury Quarter Hour
 1:00 p. m.—Billy Graham—ABC
 1:30 p. m.—Phils Harmonic Orch.—ABC
 2:00 p. m.—Revival Time
 2:30 p. m.—Fine Arts Quartette—ABC
 3:00 p. m.—Revival Hour—ABC
 4:00 p. m.—Lutheran Hour—ABC
 4:30 p. m.—Greatest Story Ever Told—ABC
 5:00 p. m.—Drew Pearson—ABC
 5:15 p. m.—Monday Headlines—ABC
 5:30 p. m.—Mystery File—ABC
 6:00 p. m.—Newscast
 6:15 p. m.—Jordanaires
 6:30 p. m.—Ted Mack Family Hour—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.—American Album of Familiar Music—ABC
 9:00 p. m.—Sunday Evening Altar
 10:15 p. m.—Paul Harvey—ABC
 9:30 p. m.—George Sokolsky—ABC
 9:45 p. m.—Harry Wismer—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Thoughts in Passing—ABC
 10:30 p. m.—Popular Orchestra—ABC
 11:00 p. m.—News, Orchestra—ABC

MONDAY NIGHT

7:00 p. m.—Inner Sanctum—ABC
 7:30 p. m.—Henry J. Taylor—ABC
 7:45 p. m.—Land's Best Bands
 8:00 p. m.—Jim White
 9:00 p. m.—Ralph Flanagan's Orch.—ABC
 9:30 p. m.—N. A. M.—ABC
 9:45 p. m.—C. I. O.—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—John Kennedy—ABC
 10:45 p. m.—The Three Suns—ABC
 11:55 p. m.—News—ABC

TUESDAY NIGHT

7:00 p. m.—Can You Top This—ABC
 7:30 p. m.—Quick As A Flash—ABC
 8:00 p. m.—America's Town Meeting—ABC
 8:45 p. m.—Jimmy Dorsey
 9:00 p. m.—Jim White
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—John Kennedy—ABC
 10:45 p. m.—The Three Suns—ABC
 11:55 p. m.—News—ABC

WEDNESDAY NIGHT

7:00 p. m.—American Agent—ABC
 7:30 p. m.—The Fat Man—ABC
 8:00 p. m.—Rogues Gallery—ABC

8:30 p. m.—Mr. President—ABC
 9:00 p. m.—Jim White
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—John Kennedy—ABC
 10:45 p. m.—The Three Suns—ABC
 11:55 p. m.—News—ABC

THURSDAY NIGHT

7:00 p. m.—Proudly We Hail
 7:30 p. m.—Quick As A Flash—ABC
 8:00 p. m.—Original Amateur Hour—ABC
 8:45 p. m.—Robt. Montgomery—ABC
 9:00 p. m.—Jim White
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—John Kennedy—ABC
 10:45 p. m.—The Three Suns—ABC
 11:55 p. m.—News—ABC

FRIDAY NIGHT

7:00 p. m.—Private Detective—ABC
 7:30 p. m.—This Is Your FBI—ABC
 8:00 p. m.—Ozzie and Harriet—ABC
 8:30 p. m.—The Sheriff—ABC
 8:55 p. m.—Champion Roll Call—ABC
 9:00 p. m.—Gillette Fights—ABC
 9:30 p. m.—American Sports Page—ABC
 10:00 p. m.—Newscast
 10:15 p. m.—Sports Report—ABC
 10:30 p. m.—News Commentary—ABC
 10:35 p. m.—Dance Band—ABC
 11:55 p. m.—News—ABC

SATURDAY NIGHT

7:00 p. m.—Shoot the Moon—ABC
 7:30 p. m.—Marry-Go-Round—ABC
 8:00 p. m.—What Makes You Tick—ABC
 8:30 p. m.—J. Steward—ABC
 9:00 p. m.—Jim White
 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 -

BARDAHL Presents **BOGART** and **BACALL** in "BOLD VENTURE"

KWTO audiences have a thrill in store starting March 25th when the new radio series **BOLD ADVENTURE** starts on this station. Sponsored by the makers of **BARDAHL** this new show will replace their current "Meet the Band" series and will be heard at the regular time, 5:30-6 p.m. on each Tues. and Thurs. This exciting new radio program co-stars **HUMPHREY BOGART** and **LAUREEN BACALL**, famous stars of stage, screen and radio. In the setting of a tropical waterfront, Bogart and Bacall are caught in a web of swift dramatic adventure that insures you a half-hour of real entertainment. Don't forget it starts on KWTO, March 25th for **BARDAHL**.

"GREATER OZARKS FARM & HOME HOUR"
 Goes to SIX DAYS a Week Feature

Effective March 10th, one of KWTO's most popular rural audience programs will extend its schedule and be heard 6 days a week. Established over the years as an outstanding entertaining, educational and informative broadcast the "Greater Ozarks Farm and Home Hour" will add the Saturday broadcast under the sponsorship of the **MATHIESON CHEMICAL CO.**, makers of famous **MATHIESON FERTILIZER**. KWTO's personable Prog. Dir. **LOU BLACK** will be the program's M. C. and the broadcast will feature the "FARM FORUM" with Mr. C. C. Keller. Listen daily, 11:00-12 noon and thank your **MATHIESON** dealer for the new Sat. broadcast.

EDITOR'S COLUMN

(Continued from page TWO)

OPERATION in order that we may continue to bring you the pleasure of the DIAL month after month. You see, just as the expenses of the individual have GONE UP so have the expenses of business operation GONE UP! Publishing a monthly magazine, such as the Dial, involves much that undoubtedly is never thought of by the casual or even avid reader. No little part of this is the EXPENSE of publication. The cost of PHOTOGRAPHY . . . (the Dial contains an average of 20 photographs each month). The cost of converting these photos into ENGRAVINGS in order that they might be reproduced in the 11,000 odd copies printed monthly. The cost of PAPER STOCK . . . (the DIAL consumes around 700 pounds of the best 50 lb. glossy-finish paper stock to be had each month.) This stock must be ordered from six to eight months' in advance in order to assure its availability. The cost of PRINTING. The cost of DISTRIBUTION . . . (postage alone on mailing the DIAL runs over \$1,000 a year.) To this must be added the cost of ADDRESSOGRAPH PLATES, the expense of having them made for each individual subscriber and having them run on each month's issue. Add the incidental expenses of ART WORK, SALARIES, SUBSCRIPTION MAILINGS to inform subscribers of expirations, to bill on credit accounts and etc. It all amounts to a sizeable sum . . . BUT, we ARE NOT complaining. Just as the expenses of the individual have risen so have these listed expenses of publishing the Dial GONE UP. Perhaps one answer would be an increase in subscription rate and without doubt at this point, some will feel that all we have written was leading up to that very thing. Rest assured it HAS NOT been considered.

What's the answer? Let's go back to ALERTNESS and COOPERATION. We know these facts and we've passed them along to you. NOW . . . we'd like to seek YOUR COOPERATION. We want to tighten up our belt of operation, pick up the loose ends where many a dime, quarter and dollar slips away unnoticed and UN-NECESSARILY. HOW DO YOU FIT INTO THE PICTURE? Well . . . FIRST: keep a close tab on your subscription expiration date. If possible, send your renewal in during the thirty days prior to receiving your last issue. Each expiration notice we must mail increases postage cost charged against your account. We hold your address mailing plate three months after the expiration of your subscription in

hopes that you will again join our Dial reading family. If at the end of that time you have not renewed the plate is destroyed. A later renewal calls for the making of a new plate and additional expense. SECOND: please keep us posted as to your proper mailing address. Each month many copies of the Dial go astray because of improper address. Perhaps the subscriber has moved and failed to inform us of a change of address. As all such publications the DIAL goes Third Class Mail and CANNOT BE FORWARDED. If you should change address PLEASE advise the DIAL Circulation at ONCE giving both old and new addresses. It is our desire to give you the best of service and your cooperation on this count will go a long way in making it possible and in addition will save the sizeable waste and expense of copies that are otherwise wasted. Incidentally, a note to your rural subscribers: if you have a route and box number be sure that we have it listed correctly; if you receive your mail in care of another's address, your mail address should so state. In addition to helping us to serve you and to limit our expense YOUR MAILMAN will greatly appreciate your thoughtfulness. THIRD: QUANTITY in our subscription list reduces our publication costs. Keeping our subscription list each month above a certain figure reduces the postage and printing bills. Add to this the pride we feel in the popularity of our magazine, which is reflected in the number of our monthly readers, and you can appreciate why we ask you to be our personal representative. If you enjoy the DIAL, encourage your friends and neighbors to become its readers. Additional subscriptions enable us to keep volume and reduce costs.

Frankly, WE LIKE TO PUBLISH THE DIAL, WE LIKE YOU, THE DIAL ENABLES US TO FEEL A BIT CLOSER AND BETTER ACQUAINTED WITH YOU. FRIENDS and NEIGHBORS ARE OUR MOST VALUED ASSETS and AS FRIENDS OF KWTO we earnestly seek YOUR COOPERATION in enabling us to HOLD THE LINE, TO SERVE YOU BETTER and TO COME OUT ON TOP with JOY, HAPPINESS and WELL BEING for EVERYONE. HOW ABOUT IT?

LATE NEWS: We have just learned that Libby Yates is joining the radio family as our receptionist and PBX Operator. We're sure you're going to like her. She's married and the mother of a four-year-old daughter. Mr. Yates is in the Armed Forces and stationed in California. We'll have a picture of Libby by way of introduction for you next month. Watch for it.

SPONSORS' CORNER

"The **Sponsor** makes possible the best and most enjoyable in radio." In cognizance of that fact may we heartily recommend the following commercial programs heard over KWTO and encourage your purchases of the sponsors advertised products.

George & Buster: An entertaining two-some presented by the **D-Con Co.**, Mon. thru Sat., 6:00-15 a.m. Rodents cost our country millions of dollars every year. Make **sure** you are ridding your place of these costly pests the **D-Con Way**. Listen for good song and music **plus** complete facts.

Johnnie Lee Willis: Presented by **General Mills** in interest of their famous **Red Star Flour**. Red Star has long been a favorite of the homemaker and if you're not acquainted with its merits why not let Johnnie and his Gang entertain you as they tell you the facts? It's 8:00-15 a.m., Mon. thru Fri.

Betty Abbott: Here's a homemaker with a pleasing personality and homemaking "know-how" now calling at your home twice weekly. Betty Abbott is presented by **Dusorb Sales, Inc.**, to help you with your house keeping problems and to acquaint you with **Dusorb**. It's a new product to this territory but one that will make your chores lighter and you'll never be without once you try it. Listen 10:00-15 a.m. each Tues. and Thurs.

Slim Wilson: Your old favorite on the air for the makers of **Holsum Bread**. New and Old Songs and a friendly reminder of the "yummy" goodness and unquestionable purity of good **Holsum** bread. It's a **must** on most families dinner table and should be on yours. Listen 10:30-45 a.m., Mon. thru Fri.

Noon News, In Brief: Peter Paul, Inc., reminds you of the luscious goodness of **Peter Paul Mounds** and **Almond Joy** each day, Mon. thru Fri., 11:55-12 noon. Ass't Prog. Dir. **Joe Slattery** keeps you abreast of the latest world happenings and both the sponsor and we invite you to listen regularly.

Black's Wax Works: Here's a quarter hour disk-jockey show cleverly conducted by KWTO's Prog. Dir. **Lou Black** for the **Proctor and Gamble Co.**, in interest of that household necessity **Cheer**. Broadcast time is 2:00-15 p.m. each Mon. thru Fri. **Korn Kobblers:** These zanies make you the guest of **Old Judge Coffee**. Brew a pot of **Old Judge** and listen regularly. They're on Mon. thru Fri., 2:30-45 p.m.

Everett Mitchell: One of the oldest and most authoritative farm service men on the air. **Armour & Co.** is responsible for this popular air feature each Mon., Wed. and Fri., 4:35-40 p.m.

GUESS WHO!

THE RADIO FAMILY—THEN AND NOW



Having fun . . . well, here goes again. For your information, Guess Who "No. 4" is pictured elsewhere in this issue. He was born in Memphis, Tenn., raised in Arkansas, married a Missouri girl, is now 29 years old and the father of two boys. He served in the Air Force during World War II (so, don't let the sailor suit fool you) and has been a member of the radio family since 1947. Now . . . can you GUESS WHO?

— LAST MONTH —

1,132 correct answers came in on last month's Guess Who "Pic" and if you were one who identified the baby as JUNIOR HAWORTH you're among that number. Our clues have been TOO good or maybe Junior is just too well known and popular.



Anyway . . . the first three correct answers received came from: Clara Hays, Fair Play, Mo.; W. B. Huxtable, Birch Tree, Mo.; and Laura P. Focks, Springdale, Ark. Congratulations! and the rest of you, luck next time.

DEAR DIAL:QUESTIONS ABOUT KWTO
FROM OUR DIAL READERS

Q. Is Selby Coffeen still in the hospital? (M. Q., Grandview, Ark.)

A. No. See "Inside At The Studio" (this issue) for the latest news of Selby.

Q. Where are the following former KWTO personalities: Bill Mason, Tom Kelly, Smokey Lohman and Bobo Pike? (V. L., Buffalo, Mo.)

A. Bill is here and following the carpenter trade in Springfield. Tom Kelly is with CBS in Chicago. Smokey is with WLS, Chicago and Bobo Pike is now a radio engineer in Kansas City.

Q. Will Ted Malone and Dr. Geo. W. Crane ever be back on KWTO's airways? Has any one of the staff heard from our good friend Don Dailey since he left for the service? (K. B., Springfield, Mo.)

A. The future of any radio show or radio personality, upon the completion of a series, is difficult to prophecy. There are many things that must be considered and worked out. Comment such as yours is very helpful but, time alone can tell. In answer to your question . . . yes, it's quite possible. Your Editor had a nice letter from Don dated Feb. 1st. It's the last we've heard but, if you'd like Don's news 'til then see "Inside At The Studios."

Q. Where is Russ Davis now? How old is Eatherham Hobbs? (A. L. S., Springfield, Mo.)

A. Russ is in radio and television in Chicago. Eatherham's age? . . . now, that is an interesting question. He seems such an ageless old codger that we've never actually thought of how old he might me. Would it help if we revealed that his very good friend Lonnie Robertson is 43.

Q. Why not have a column in the Dial called "Song of the Month"? (M. W., Forsyth, Mo.)

A. Copyright restrictions and the expense and difficulty of clearing same for publication would make such a column unadvisable. The Dial is basically not a musical publication. Sorry.

Q. What was Mrs. David Estes' maiden name? (W. F., Bolivar, Mo.)

A. Mrs. Estes was the former Miss Maxine Allison of Bolivar.

Q. I would like to know who laughs like a hen cackling on the "Ozarks Farm and Home Hour". (H. M., Nixa, Mo.)

A. Doc Martin would have to plead guilty of the infectious "cackle" but, he has a good explanation. Doc says, so many of their jokes "lay eggs" that he just makes the picture complete.

Q. Could we see a picture of George

Morgan and his family in the Dial? (Mrs. R. G., Fordland, Mo.)

A. George is not in reality a member of the KWTO radio family but only comes to Springfield once a month to transcribe the "Robin Hood Hoedown." He and his family live in Nashville, Tenn., however, on his next trip we'll ask if it would be possible for him to furnish us with a family photo.

Q. How old is Hollis Warren and how long has he been ill? (V. K., Malta Bend, Mo.)

A. Hollis is now 21. He has been ill about four years.

Q. Where are the Carter Sisters now? How old is George Morgan? (R. C., Gainesville, Mo.)

A. The Carters now live in Nashville, Tenn. Did you know that Anita was married a couple of months ago to Dale Potter who was a member of Cowboy Copas' Band? Dale is now in the service. Also, Helen now has a baby son. Born to her and Glenn quite recently we understand and has been named Glenn Daniel. George Morgan is 27.

Q. Are Lonnie and Thelma Robertson and Derrel Friend related? (B. B., Shell Knob, Mo.)

A. No.

Q. Does Eatherham play the violin? How old is George Earle's parrot? (R. B. K., Sherman, Ark.)

A. Yes . . . I believe we can stretch the point a bit and call his instrument a violin. Eatherham says he just "fiddles around." George is not too sure about Percy's age. He was full grown when George got him and "age" is one subject that he refuses to talk about . . . (his own, that is). George has owned Percy about five years.

Q. Why does Jimmy Haden always wear dark glasses? (D. S., Lees Summit, Mo.)

A. Jimmy has weak eyes and the dark glasses are the doctor's prescription for protection.

— CORRECTION PLEASE —

Last month, in answer to one of our listeners questions, we find Ass't Prog. Dir. Joe Slattery listed as being 39 years old on Feb. 7th. Tsk'. . . tsk', sorry, ole' boy your aging fast enough. Simply a typographical error. Would 29 suit you better? It would be correct. Gosh' ten years added to a man's life just like that.

HAPPY BIRTHDAY TO:

| | |
|-----------------------------|----------|
| Floyd "Sully" Sullivan..... | March 1 |
| Doc Martin..... | March 15 |



Family Portrait

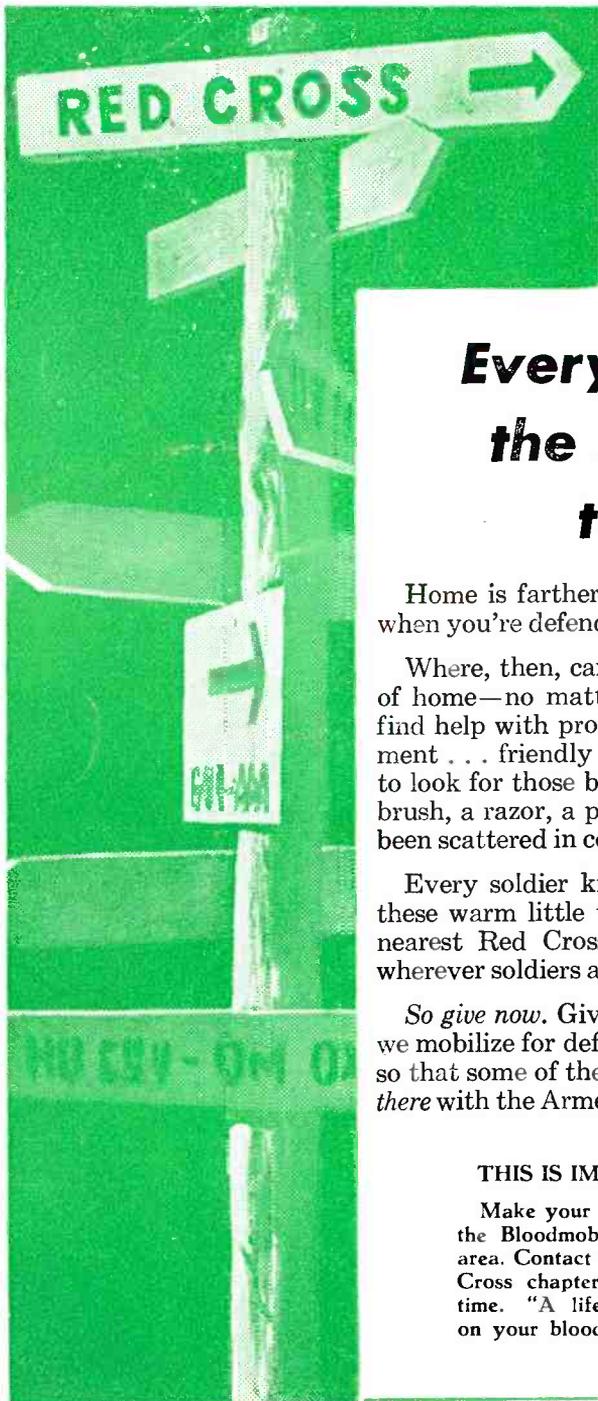
At your request . . . Mr. and Mrs. Derrel Max Friend, daughter Sharon Kay and the boss of the Friend household, Master Milton Webb. Mrs. Friend was the former Miss Betty DeLashmeutt of Moberly, Mo. From your many requests for the Friend Family portrait we're sure you like them as well as we do. Incidentally, young Milton Webb is a namesake of former KWTO announcer Milton Dickey and he's now 2 years old. Sharon Kay is six and has the same name as another charming KWTO Miss . . . Sharon Kay Haden. The Friends are just what the family name implies and we're hoping to keep them around for a good long time.

LYLE HOLDER
MARIONVILLE, MO.

4-51

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Home is farther away than miles can measure . . . when you're defending it on the other side of the world.

Where, then, can you turn for urgent personal news of home—no matter where you are? Where can you find help with problems big and small . . . encouragement . . . friendly advice? And where's the only place to look for those big little comforts of home—a toothbrush, a razor, a pack of cigarettes—when yours have been scattered in combat?

Every soldier knows, even without a signpost. All these warm little touches of home are as near as the nearest Red Cross Field Director—and that means wherever soldiers are.

So give now. Give generously to your Red Cross. As we mobilize for defense we must mobilize for mercy . . . so that some of the "home" we are fighting for is right *there* with the Armed Forces—where it is needed!

THIS IS IMPORTANT!

Make your donation when the Bloodmobile visits your area. Contact your local Red Cross chapter for date and time. "A life may depend on your blood."

